

INSIDE DOPE

by GEORGE F. TAUBENECK

Story of the Week
Add Political Stories
Add Advertising Stories
Add Salesman Stories
Why We Tell Stories
In This Column
Subscribers Join In the Fun
'You'll Love This One'

Story of the Week

When Admiral Byrd and his crew returned from a long expedition to the Antarctic, newspapermen bombarded all hands with the usual assortment of pertinent and silly questions.

"What was it that you missed most of all while you were at the South Pole?" interrogated one of the reporters.

Without hesitation, one of the younger explorers smirked:

"Temptation."

Add Political Stories

Although the source of the following story is unknown, it may have been originated by one of the frustrated pollsters who emerged from the 1948 presidential election with such red faces. (Or it could have been a disappointed Republican!)

It seems that President Truman and his henchmen were discussing appointments to the Post Office Dept. The name of one outstandingly loyal party member was brought up as deserving of something particularly fine in reward for his electioneering.

"What type of position is he qualified to fill?" asked the President.

"As a matter of fact, nothing," admitted his sponsor.

"That's fine," grinned Truman, beaming his approval, "then we won't have to break him in. Put him on the payroll!"

Add Advertising Stories

Henry Edward Schultz, executive director of the Association of Comics Magazine Publishers, was describing his manifold duties to a group of friends, one of whom was accompanied by his 10-year-old son.

"Among other things," grimaced Mr. Schultz, "I must read in advance every doggoned comic book before it appears on the market."

The boy was impressed.

"Gosh," he breathed, "I'd rather be Schultz than President!"

Add Salesman Stories

Swaggering into an auto dealer's display room, a voluptuous silken-clad "babe" got instant attention.

"I wanta buy a car," she announced to the nearest salesman, who got off his "fan" with unaccustomed alacrity.

"Yes, Ma'am," he smirked. "I can show you something new in a classy convertible. Oh, boy!"

"Who, me? Something new?" she yawned.

Arthur Godfrey will have to take this gag from that point. It's too hot for us.

Why We Tell Stories In This Column

"Inside Dope" talks about everything from politics to books to sports to industry problems and back again. It's the one spot in this heterogeneous Newspaper of the Industry, we hope and trust, where all subscribers—appliance dealers, servicemen, contractors, engineers, manufacturers, sales and advertising executives, public utility managers, salesmen and investors—can get together on common grounds. (That's the modest promise and purpose of this random column, anyway.)

No doubt we bore some of you most of the time, and all of you occasionally with our hit-or-miss outpourings. But we do hear that a great many of you subscribers get a kick out of the jokes and anecdotes and stories you read in this column.

Laughs help us forget our worries and troubles.

Dr. C. Chas. Burlingame, noted psychiatrist, opines:

"Most persons on the verge of cracking up need some good, old-

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Mfrs. Show '50 Appliance Lines

Hotpoint Has Pair of 2-Temp Refrigerators

CHICAGO—A new 8-cu. ft. refrigerator in the medium price class, a pair of two-door, two-temperature refrigerators, a new line of electric ranges highlighted by the first push-button model in the medium price class, and a new "ready plumbed" automatic dishwasher that is said to reduce installation cost 60% were introduced by Hotpoint, Inc. last week.

The company added that an 11-cu. ft. freezer, developed to meet the demand in rural areas for greater freezing capacity, will arrive in dealer stores in December.

The EB8 is a deluxe refrigerator, yet is priced in the medium bracket, Hotpoint said. It has stainless steel shelves, a butter conditioner, vegetable and fruit storage, and a porcelain meat pan. The stainless steel evaporator is enclosed at the front and back to assure low temperatures for 24 pounds of frozen foods.

The butter conditioning compartment on the inside surface of the door has a separate temperature control for keeping a pound of butter at spreading consistency. This is the first time the conditioner has been

(Concluded on Back Page, Column 1)

Wilson Reapportions Sales Territories

SMYRNA, Dela.—Aubrey A. Davis, vice president in charge of sales of Wilson Refrigeration, Inc., has announced a revision in the company's sales territories and at the same time has announced a new schedule of discounts and advertising allowances.

Under the new plan, the size of territories has been reduced and each territory has been put in the charge of a direct factory representative who will work with dealers and distributors. Each territory has been assigned on the basis of its sales potential rather than on a straight geographical boundary set-up.

A new schedule of freight allowances has also been incorporated into the new program and will provide a more equitable arrangement of charges for the shipment of merchandise.

At the same time Davis announced

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August Freezer Sales Climb 9% from July

NEW YORK CITY—A total of 35,384 home and farm freezers were sold during August by 28 firms reporting to the National Electrical Manufacturers Association, the association revealed recently.

This figure is 9% higher than for July and just slightly better than August of last year when 34,448 units were sold.

An eight-month sales total of 214,336 units reported by 27 to 31 firms was 32% under the 317,399 for the same period last year.

Contrary to the general trend, freezers in the 13 to 16.9-cu. ft. category are selling much faster than last year. For the first eight months, 33,562 units have been sold this year

(Concluded on Page 4, Column 5)

Package Materials Can Be Stored In New G-E Freezer

BRIDGEPORT, Conn.—A new 11-cu. ft. home freezer and lower-priced models of both the 8 and 10-cu. ft. combination refrigerator-home freezer have been added to General Electric Co.'s 1950 line, it has been announced by L. H. Miller, manager of the household refrigerator division.

Other 1950 refrigerators which are being introduced include a 4-cu. ft. apartment house model, two 6-cu. ft. models, three standard 8-cu. ft. models, two standard 10-cu. ft. models, and deluxe models of both the 8 and 10-cu. ft. refrigerator-home freezer combination.

Suggested list prices on the refrigerator line are: NB-4, \$194.75; NC-6, \$189.75; NF-6, \$194.75; NB-8F, \$229.75; NB-8G, \$239.75; NC-8, \$269.75; NH-8, \$399.75; NC-10, \$309.75; NF-10, \$339.75; NH-10, \$449.75; NJ-8 \$359.75; and NJ-10, \$399.75. The freezer is priced at \$369.00.

Although it holds 389 lbs. of frozen foods, the new freezer is only a foot longer than the company's 8-cu. ft. model and the same width and height. The larger capacity has been achieved by repositioning the refrigerating unit and narrowing the freezer walls through the use of a finer, more efficient insulating material, Miller pointed out.

An unusual feature of the freezer is the compartment for packaging materials above the refrigerating unit. According to Miller, the housewife has ample room in this cabinet for the convenient storage at room temperature of all the materials she needs for wrapping home-prepared frozen foods. The automatic temperature control with its adjustable dial

(Concluded on Page 21, Column 1)

Contractors Double Share Of Sales In Nashville

NASHVILLE, Tenn.—September marked the fifth consecutive month that major electric appliance sales here have exceeded sales in the corresponding month of 1948, the Nashville Electric Service reported recently.

In September, 1949, a total of 1,856 refrigerators, freezers, ranges, and water heaters were sold in the utility's territory as compared with 1,751 last year. However, in comparing the two reports, it was noted that in 1949, 511 units were sold by contractors, housing projects, plumbers, and others. In 1948, only 258 units were sold by that group. The difference more than accounted for the total rise in sales for the month.

The number of dealers reporting sales were identical with those of

(Concluded on Back Page, Column 1)

Dealers Tell House of Mfr. Franchise Abuse

WASHINGTON, D. C.—Complaints are reaching the House small business committee that electrical appliance manufacturers are abusing their franchisees, Victor P. Dalmas, executive director of the committee, revealed recently.

He cited a "typical" complaint, wherein an appliance dealer stated

(Concluded on Back Page, Column 3)

Compressor on Coolerator Fits Back of Model

CHICAGO—A new line of appliances that includes a long-door refrigerator with a "pancake" compressor mounted on the back, a combination home freezer and refrigerator, and an electric range with 7-heat "push-a-button" controls was introduced by Coolerator Co. at its recent Second Annual Conclave.

More than 300 distributor representatives attended the two-day event, held in the Edgewater Beach hotel here.

Four models of the new-type "space saver" refrigerator and one conventional-type unit make up the "Royal family of Coolerators for '50." All are available in left or right-hand doors at no additional cost. National suggested list prices of the line range from \$189.95 to \$319.95.

The new freezer, called the "Freezer-Ator" Model FR-185, combines a 15.5-cu. ft. home freezer with a 3-cu. ft. refrigerator. Coolerator proclaims it as "the industry's first dual-purpose, chest-type freezer."

Completing the Coolerator freezer line for 1950 are the F-101, a 10-cu.

(Concluded on Page 4, Column 1)

Forum Covers Sales Training Methods

DAYTON—The first Sales Training Forum sponsored by the Air Conditioning & Refrigerating Machinery Association was pronounced a distinct success by those attending the all-day session here Oct. 19, and there was a unanimous decision made to hold future forums of this sort on selling problems in the commercial refrigeration and air conditioning field.

Tentative plans were made to hold

For a complete report on the outline of methods of selecting and training sales personnel, as discussed at the ACRMA sales training forum, see pages 10 and 11.

the next meeting early in the spring of 1950.

With Frigidaire and its commercial sales manager, W. F. Switzer, acting as the perfect host, the meet-

(Concluded on Back Page, Column 4)

Frigidaire Shows Small Refrigerator In 2 Models

DAYTON—Specifically designed for small kitchens and under-sink installations, two new 4.3-cu. ft. Frigidaire refrigerators, one with a round top and the other with a flat top, have been announced by Frigidaire Div., General Motors Corp.

The new, compact refrigerator is 34½ in. high, 24½ in. wide, and 26½ in. deep, including hardware and air space in the rear. Eight square feet of shelf space is provided. The freezer holds 16 lbs. of frozen foods or can freeze 4 lbs. of ice in two Quickcube ice trays.

A conveniently located cold control has 10 settings for regulating food compartment temperatures and freezing speeds to suit individual requirements. A 3½-qt. lightweight un-

(Concluded on Page 21, Column 4)

U.S. May Enter Steel Picture If Strike Lasts

Nov 1 Deadline Set as New Attempts Are Made To Reopen Negotiations

DETROIT—As this issue goes to press, the steel strike was still in very much of a state of deadlock, but the general feeling seemed to be that a combination of forces would bring about a settlement before a shortage in the steel supply would force the closing down of industry.

Here are the main developments on the strike in brief:

1. A top administration official has indicated that President Truman will intervene in the steel and coal strikes if they are not settled before Nov. 1. It was said that Mr. Truman feels strongly that the walkouts, which have spread mass idleness through U. S. industry, no longer can be permitted to impair the national welfare.

2. U. S. Steel Chairman Irving S. Olds told reporters that he believed it would be "sensible" for company and union representatives to renew negotiations, and indicated that the company might be willing to make its contribution to a pension fund more than the 10 cents an hour recommended by President Truman's fact-finding committee if the union would retreat some from its "non-contributory" position.

3. Olds also said that a 10-cents "welfare package" for workers would mean an additional \$3-a-ton cost. In relation to this, General Electric's President C. E. Wilson insists that any increase in costs would mean higher prices—and this would mean higher prices in appliances.

4. There is some evidence cropping up of "panic buying" on the part of the consuming public. Not too much has been heard on this score from household refrigerator and appliance dealers, but some air conditioning and commercial refrigeration contractors have been rather amazed to find they are getting "go ahead" instructions on some jobs they didn't expect to start for several weeks. Some automobile dealers have also felt a spurt in sales.

5. If the steel strike continues very much longer, however, it may shut down finished products manufacturing plants faster than has sometimes been predicted, because of the difficulties of maintaining complete inventories of all parts. A short supply of steel for some components supplier may close down a plant that has an ample supply of steel for the major parts of its products.

Steel Shortage May Shut Hotpoint Plant

CHICAGO—Steel inventories have been so depleted that Hotpoint, Inc. will completely shut down its electric range plant here about Nov. 1, James J. Nance, president, revealed last week.

He said approximately 5,000 employees will be affected.

The company's automatic dishwasher and water heater plants have steel supplies sufficient to run through November, he added.

Nance asserted that orders for appliances had been running ahead of production since early September and if the steel strike had not curtailed production, it would have been necessary for all departments to work full

(Concluded on Page 4, Column 5)

UEW Talks Pensions With G-E, G-M Next

DETROIT—General Electric Co. has offered a broadened program of insurance and pension benefits to workers represented by the UEW-CIO, and General Motors Corp. will begin discussions Nov. 7 on pension and insurance plans with both the UAW and the UEW.

General Electric is offering to underwrite a combination of old and new benefits, with the company paying a now greater balance of the new total cost and with employees

(Concluded on Back Page, Column 3)

Appetite Appeal

Colorful Pictures of Cooked Food May Soon Appear
On Pre-Packaged Items To Induce Purchases

NEW YORK CITY—Though the number of stores that are making use of pre-packaging to sell meat, fruits, and vegetables is constantly growing, Egmont Arens, industrial designer, believes that this is only the beginning of the development of this type of packaging.

"I expect," he stated, "to see all kinds of experiments in produce packaging. At present, the cellophane bag or wrap seems to be one of the main forms of produce package. While visibility is very advantageous if the produce is appetizing in appearance, it may be disadvantageous when it is not."

"Therefore, printed packages showing the produce in cooked form probably will come."

Arens explained that this is already coming about in the frozen food field, where competition between competing brands is forcing the more aggressive to put "appetite appeal" into their package labels by picturing the contents in color as they will appear on the dinner table.

Arens declared, "Changes in packaging, shapes, styles, materials, are gradual. The only revolution in packaging comes in the minds of business executives when they start thinking

of a package in terms of its function in selling.

"They must realize that the package today influences sales, and that they can no longer depend on the store clerk to do the job. Packages can perform a great number of functions, convey information on uses of products, add prestige to a company's reputation, increase convenience of product use, have a practical after-use, as well as work to influence sales through carefully studied use of colors and designs.

"Executives should resist the desire to imitate successful packaging of other products. When competing brands begin to look the same, that is the time for a wise organization to do something different.

"Sales planning in terms of packaging must look ahead and visualize what will stop the customer in her tracks."

Bally Direct Mail Piece Wins Prize

Dealer Portfolio Gives Closer Look at Sales, Output Methods

BALLY, Pa.—A direct mail campaign to show refrigeration equipment distributors and dealers that "Bally Means Big Business" won a "Best of Industry" award in the 1949 competition sponsored by the Direct Mail Advertisers Association, the company reported recently.

The campaign, based on a "Bally Means Big Business" portfolio, was designed to give Bally distributors a complete history, production story, and product line-up of the company.

In addition, it offered dealer helps in the form of direct mail, newspaper mats, sales literature, and displays.

The campaign led off with a mailing which duplicated the portfolio cover and enclosed a dollar bill. This aroused the interest of many dealers. When they returned the attached reply cards, the complete portfolio was sent to them immediately.

Dealers who had never seen the Bally plant got a first-hand look at the manufacturing processes through

Bombay Firm Seeks To Make Servicing Contract With Refrigerator Mfr.

WASHINGTON, D. C.—The Bombay Electric Supply & Transport (BEST) Committee, Bombay, India, is seeking an exclusive agency arrangement with a U. S. manufacturer of electric refrigerators, according to the Office of International Trade.

The municipal company distributes electricity to the city of Bombay and its suburbs.

"BEST, which already has an extensive department and is the largest servicing organization for electric refrigerators in Bombay, seeks an arrangement whereby it will also handle repairs and service," the agency said.

"Manufacturers interested in this trade opportunity should state whether they are willing to supply equipment for the repair of the sealed-in portion of modern American units. The BEST committee believes that it will encounter little difficulty in obtaining import license permits."

Nebraska Experiment:

Increasing Evaporator Surface In Farm Refrigerator Reduces Operating Cost

LINCOLN, Neb.—Installation of an additional 22 x 27-in. evaporator plate in the freezing compartment of the three-zone, 74-cu. ft., side-opening farm refrigerator, which is under laboratory study at the Nebraska College of Agriculture here, has resulted in lowering the operating cost, according to Prof. F. D. Yung, assistant agricultural engineer in the Department of Agricultural Engineering.

Records for one year beginning Dec. 1, 1947, he claims in the Nebraska Experiment Station's annual report, show a reduction from an 18-month average of 6.16 kwh. energy consumption per month per cubic foot of storage space before the additional plate was installed, to a 12-month average of 5.13 kwh. This amounts to a saving of approximately 16.7%, Yung declared.

Describing the procedure followed,

Yung says the former arrangement consisted of two evaporator plates (19 x 20 in. and 30 x 30 in.) horizontally mounted in the upper 12-cu. ft. freezing compartment; one plate (30 x 30 in.) similarly mounted in the lower 24-cu. ft. zero-storage compartment; and a fourth plate (30 x 30 in.) serving as a division between the two compartments, which are located one above the other.

This division of plates provided 3,460 sq. in. of evaporator surface in the freezing compartment and 2,700 sq. in. in the storage space, according to Yung. When the fifth plate was added, a 4-in. insulated division wall was built in for complete separation of the two compartments, he explained.

The freezing zone then had three plates, totaling 3,748 sq. in. and the storage space had two plates furnishing 3,600 sq. in. of heat-transfer surface. This increase in evaporator surface permits operation of the system at higher low side pressures and higher refrigerant temperatures, Yung said.

This easing of operating conditions, Yung declared, reduced the annual average electric energy consumption from 15 kwh. per day to a new daily average of 12.5 kwh.

On a basis of electric energy consumption per unit of storage space, Yung claims the remodeled three-zone, side-opening farm refrigerator has a slight advantage over a 20-cu. ft., top-opening, zero storage cabinet which is also under study in the same laboratory at Lincoln. The latter, over a period of 18 months, has averaged 5.72 kwh. per month per cubic foot of storage space, compared with the present 5.13 kwh. for the three-zone refrigerator, according to Yung.

This comparison, he points out, might be considered unfavorable to the three-zone box, because 38 ft. of the total of 74 cu. ft. of freezing and storage space are maintained at slightly above freezing, while the entire 20-cu. ft. space in the zero-storage cabinet is maintained at approximately 0° F. The 12-cu. ft. freezing compartment and the 24-cu. ft. storage compartment in the three-zone refrigerator are both maintained at 0° F.



Donald T. Beaumont, president of Beaumont, Heller & Sperling, Inc., and Leon Prince, sales manager of Bally Case & Cooler Co. register their satisfaction at the DMAA award Bally won in this year's competition.

the photographs and explanatory text in the first section of the portfolio.

Samples of the sales literature available to Bally dealers were also included. The sales literature was designed to present features and specifications on the complete line of Bally products. It included attractive four-color folders on the various products in the line.

The direct mail campaign, as presented in the portfolio, included actual samples of letters and postcards "tested" in the field. These letters, carefully planned to increase business by stressing the features of the Bally line, were offered to the dealer with no charge for imprinting his name. In addition, the portfolio contained newspaper mat sheets for dealer use.

The portfolio also showed the magazines covered by national advertising and pictures of available sales aids—such as automatic "blinker" counter displays and window decals.

Ending with a story of Bally's fast service through door-to-door truck

delivery, the portfolio emphasized the fact that careful planning can help any dealer to get his share of sales in this rapidly developing field.

As a result of this promotion, 13 new distributors were signed up, and present distributors became most enthusiastic about the program, according to Bally.

BRUNNER SINCE 1906 REFRIGERATION helps you serve better

Here is real Refrigeration Application help!



Even with a sound knowledge of refrigeration principles and a broad installation experience, refrigeration men rarely find the answers on any two jobs to be alike. That is why we have included a great deal of helpful, time-saving application data in this new Brunner catalog. Several pages of "cross section" illustrations help in showing customers exactly why you recommend a certain size and type of condensing unit.

Equally important are 22 pages of illustrations and capacity data on all the Brunner air and water cooled refrigeration condensing units.

BRUNNER MANUFACTURING CO.
Utica 1, New York, U.S.A.

● To responsible refrigeration men, this data will prove valuable. A note on your letterhead will bring a copy by return mail. No charge.



REFRIGERATION CONDENSING UNITS
...a size and type for every purpose

BRUNNER SINCE 1906

AIR AND WATER COOLED MODELS
1/4 HP. TO 30 HP.

WELCOME
ALL-INDUSTRY REFRIGERATION AND AIR CONDITIONING EXPOSITION

You'd think the sessions were at Hotel President because . . .

Everybody Meets At The Famed ROUND-THE-WORLD ROOM of the PRESIDENT Hotel

A friendly rendezvous so conducive to enjoyable relaxation!

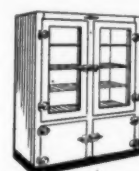
Delicious Dinners from \$2.50

Write for Convention Reservations: Single rooms from \$5 . . . double—\$8.

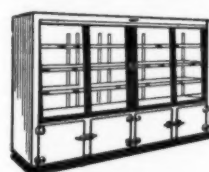
Lois Steckel, Convention Mgr.

Before You Buy any Refrigerated Case or Cabinet

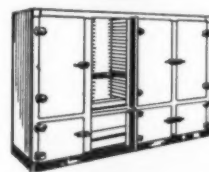
SEE THE NEW "P-H" "Lifetime" ALL PORCELAIN LINE



REACH-IN CABINETS



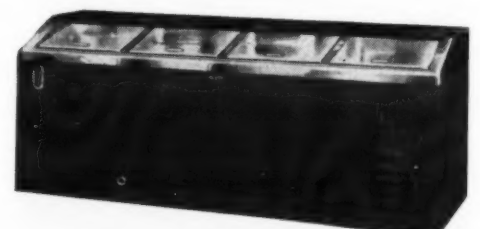
DAIRY DELICATESSEN CASES



DOUGH RETARDERS



FLORIST CABINETS



NEWEST ADDITION TO THE "P-H" LINES The "Lifetime" DRY BEVERAGE COOLER

Available in 50", 6', 8' and 10' Models — In black porcelain exteriors with stainless steel working surfaces or stainless steel exteriors — faster cooling — maximum capacity.

For Detailed Information Write to

PUFFER-HUBBARD
MANUFACTURING COMPANY
Grand Haven, Mich. Established 1898

Food Poisoning In 2 Michigan Areas Laid To Improper Storage

NILES, Mich.—The wave of food poisoning cases earlier this month in Niles and Benton Harbor, Mich. was apparently the result of what is by now an old story to all who know anything about the fundamentals of food preservation—cream pies were not held at the proper temperatures.

All of the people who became ill had one thing in common—they had eaten cream pies which were distributed to various outlets by a South Bend, Ind. bakery.

Stated one local newspaper report: "Local officials said the pies believed to have caused the poisoning were custard, butterscotch, chocolate, and coconut cream. These pies, it was explained, are made with egg and milk which provide good culture media for growth of bacteria during warm weather, such as experienced here over the weekend."

State officials said that if tests made showed that the pies were deteriorated or contaminated at the time they were served, the bakery might face prosecution on criminal charges.

Badge Is Enough

Tickets Won't Be Needed For Show, Committee Says

WASHINGTON, D. C.—Tickets are not necessary for the forthcoming 6th All-Industry Refrigeration and Air Conditioning Exposition Nov. 14-18 at Atlantic City, and there will be no registration fee for those attending, it is emphasized by the Show Committee.

A badge will be issued to any individual showing the proper credentials or evidence identifying him with the refrigeration and air conditioning industry, the Show Committee stated.

The registration badge will also be an admission pass free of charge to the two big nights of entertainment sponsored by the Show Committee. These include a two-hour all-star revue on Monday night, Nov. 14, in the Auditorium and the All-Industry Show dance Wednesday night, Nov. 16, in the American Room of the Traymore hotel.

Marlo Decrease Is 20% on Some Coolers, 7% on Some Condensers

In the Oct. 10 issue of the NEWS, a statement was made that Marlo Coil Co. had announced an approximate 20% reduction on FUA-FUB ammonia industrial coolers and ammonia evaporative condensers.

Marlo's agency advises that the statement should have read: "approximately 20% reduction on ammonia coils for FUA-FUB ammonia industrial coolers and approximately 7% reduction on all ammonia evaporative condensers."

LOOK to LARKIN

for Low Prices



LARKIN CEILING HUMI-TEMP

Price is only one factor in the selection of any product—especially one that has so important a task as protecting valuable perishables. Performance must come first. Quality cannot be overlooked. Durability is highly important. Larkin has all of these. And Larkin has low prices, too. Compare them and see for yourself how low they really are.

For the latest Larkin price list, see your wholesaler. If you wish, write direct to us and we shall be glad to send you one.

Manufacturers of the original Cross-Fin Coil — Humi-Temp Units — Evaporative and Air Cooled Condensers — Air Conditioning Units and Coils — Direct Expansion Water Coolers — Steel Vacuum Plate Coils — Heat Exchangers.

WATCHDOG OF THE NATION'S FOOD SUPPLY

LARKIN COILS

519 MEMORIAL DR., S.E. - ATLANTA, GA.

'County Fair' Promotion (with Trimmings) Attracts Big Crowd for Dealer

LOS ANGELES—Its recent 13-day "County Housewares Fair" has convinced Broadway Department Store, Inc., here that showmanship still pays off.

In this case, the showmanship meant such things as:

1. Giving the first 50 visitors to the department each day free spins on a "wheel of fortune." Each "spinner" won a prize ranging in value from 25 cents to \$3.95. In all, 2,600 prizes were awarded, most of them being provided by manufacturers.
2. Having carnival-type barkers work with the regular store demonstrators.
3. Outfitting sales personnel in rural garb. One "farmer" handed out 6,000 colored plastic clothes pins as samples.
4. Televising merchandise demonstrations on opening night.
5. Staging a daily, fair-type contest, with prizes for the best oatmeal

cookies, pickled peaches, home-grown squash, marmalade, flowers, etc. An average of \$90 in merchandise prizes were awarded each day, the two grand prizes (food and non-food classes) being television sets.

6. Serving free coffee, soft drinks, and sandwiches. During the opening days, toy balloons and popcorn were handed out to shoppers.

7. Bringing in Cherokee Indians to add to the atmosphere.

Checking results of the event, officials discovered that sales of its housewares department had zoomed 33% above those for the same period of 1948 and 20% above those for any other department of Broadway's four retail outlets. The department is usually in 10th to 12th place.

And, according to Charles Moffat, housewares buyer, who conceived the project, the promotion did not involve cut prices to any extent. He said at least 80% of the goods in the department are fair-traded. But he

did "scour the country" for the best buys he could find.

The store used an eight-page section in one Sunday newspaper and a full-page in another to announce the "fair." Further publicity included a series of half to full-page advertisements.

Although Broadway did not attempt to count the visitors, it reported that 32,300 soft drinks were consumed and that 8,000 bags of popcorn and 10,000 balloons were given away.

The daily contest mentioned above was cited as one of the best traffic builders. The television program reportedly resulted in the sale of—among other things—900 \$2 sandwich toasters, with orders "still pouring in."

"It was the greatest thing that ever happened in the department," Moffat commented, happily. "It shows that retailing is down to earth again and you have to make an effort."

Fla. Hospital To Air Condition

WEST PALM BEACH, Fla.—The Good Samaritan hospital here will install an air conditioning system at an estimated cost of \$21,000.

Cosgrove Resigns as Vice President of Avco Mfg.

CINCINNATI—R. C. Cosgrove has resigned as executive vice president of Avco Mfg. Corp. in charge of the Crosley Corp. division, and that office in the Crosley Corp. setup is being abolished, according to Victor Emanuel, president of Avco Mfg. Corp., which is parent company of Crosley.

Emanuel said that the Avco general office in Cincinnati will be absorbed by the Crosley division, with the executives of that division supervising operation of the corporation at Connersville, Ind. and Nashville, Tenn., in addition to the Crosley plants at Richmond, Ind., Carrolton, Ky., and Cincinnati.

John W. Craig is vice president of Avco and general manager of Crosley, and W. A. Blees is vice president of Avco and general sales manager of Crosley.

Cosgrove joined Crosley Corp. in 1940, and prior to that had been with the Westinghouse refrigeration department.

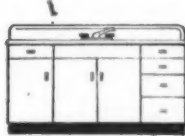
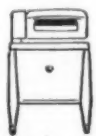
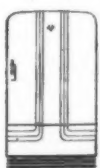
Sell all types of difficult prospects...

THE FUSSY TYPE



USE THE DU PONT SEAL TO CLOSE THE DEAL

It identifies America's leading home appliance finish!



BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY

DULUX

REG. U. S. PAT. OFF.

When they worry about minute details... are exacting to the point of exasperation... point to the Du Pont "Dulux" seal. Usually it's all the assurance customers need... of a quality finish that gives years of washable, mar-resistant service and sparkling good looks.

If your manufacturer supplies you "Dulux"-finished appliances *without* the seal, ask him to include it in the future. It gives you a quality story that helps close many a difficult sale!

HERE'S SELLING MADE EASIER: Free new informative booklet gives you profitable "selling points" for appliances finished with "Dulux." Send coupon today for your copy.

E. I. du Pont de Nemours & Co. (Inc.)
Finishes Division, Dept. AC-910
Wilmington 98, Delaware

Please send, free of charge, your new illustrated booklet, "Inside Information on the Outside."

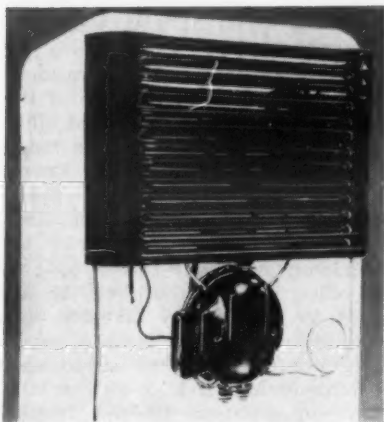
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Firm _____

Address _____

City _____ State _____

What Products Coolerator Is Showing for 1950



Coolerator's Zerolator compressor.



Deluxe Queen RD-97 is top of the line model.

Coolerator Models--

(Concluded from Page 1, Column 1)
ft. unit retailing at \$349.95 national suggested list, and a new glass-top commercial freezer cabinet, Model FG-162. Prices were not announced for Models FR-185 and FG-162.

The electric range line consists of seven new models prices from \$154.95 to \$369.95. All are equipped with one 2,100 and two 1,250 Chromolox units, interchangeable side panels, and ovens measuring 16 by 16 by 20 in. (the auxiliary oven in the double-oven model is 9 by 16 by 20 in.).

Coolerator's advertising and sales promotion programs were presented during the second day of the meeting. One of the new promotions—a "bake and freeze" demonstration centered around the new 10-cu. ft. freezer—was put on for the distributors.

Dealers can begin staging this demonstration in their stores on Nov. 1, according to William A. MacDonough, advertising and sales promotion manager. He said Coolerator will pay half the cost of these demonstrations.

MacDonough also outlined the various promotions making up the "Coolerator Carnival." Under one of them, labeled "Dig for Dough," retail-store shoppers are invited to take a handful of miscellaneous coins out of a gold-fish bowl, the sum of their "grab" being the amount of a down-payment on a cash sale.

Among the new sales aids is a motor-driven display sign which promotes Coolerator's top-to-base refrigeration. Also, a number of films covering company products are available.

Regarding the new-type refrigerator, Coolerator said that by removing the compressor and the condenser from inside the cabinet, its engineers "have designed a refrigerator that utilizes every inch of the full-length, long-door cabinet interior for refrigeration storage. A flattened pancake compressor called the 'Zerolator' is mounted up on the back out of the way."

Company officials claimed this design has permitted the development of refrigerators "that actually take much less space than conventional cabinets of lesser capacities."

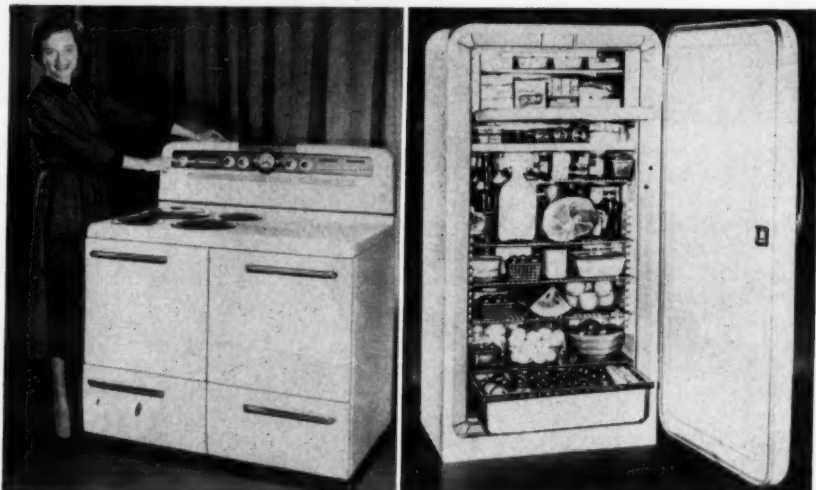
Leader model in the refrigerator line is the RB-75, which was introduced to the trade four weeks prior to the Conclave. Carrying a national suggested list of \$189.95, this model offers a 7.5-cu. ft. capacity in a cabinet that is only two feet wide and less than 58 in. high. With a U-type evaporator, the refrigerator will store 20 lbs. of frozen foods and make 28 ice cubes, the company said.

Next in the line is the Princess Model RD-70, a 7-cu. ft. refrigerator priced at \$219.95. The full-width freezer-chest holds 23 lbs. of frozen foods and makes 28 cubes.

Other deluxe features include two new "Free-Ezee" ice cube trays that pop out one cube or a trayful at one time; a special 11-qt. "Chill-R-Ator" drawer with maintained temperatures



The Freez-R-Ator includes low temperature and normal temperature storage.



LEFT: Imperial range has pushbutton control. RIGHT: Duchess model RC-96 has 9.7-cu. ft. space.

just above freezing to store meats and chill beverages, salads, and desserts; five rust-resistant shelves adjustable to 17 different positions; and a moist cold "Crisp-O-Lator" that stores 15 quarts of vegetables and fruits.

A third "space-saver" model is the Duchess Model RC-96, which measures 28½ in. wide and under 58 in. high. It has a capacity of 9.7 cu. ft. and is priced at \$259.95.

In addition to the "Select-O-Shelves," the Duchess incorporates a half shelf which brings the shelf area to more than 21 sq. ft. It has a full-width freezer-chest to store more than 40 lbs. of frozen foods and three ice cube trays, two "Free-Ezee" and one "Plastray" which consists of individual plastic cube molds. Also included are a 21-qt. "Crisp-O-Lator" and a "Chill-R-Ator" shelf.

Top-of-the-line model is the Deluxe Queen RD-97 at \$289.95. This refrigerator provides 9.7-cu. ft. of capacity and maintains four kinds of cold:

"Freezer cold" in the 40-lb. frozen food chest which is also equipped with three "Magic-lift" and "Plastray" ice cube trays; "chilling cold"

just below freezing in the adjustable "Chill-R-Ator" shelf; "Flavor-saver cold" in the general food compartment; and "moist cold" in the 21-qt. "Crisp-O-Lator."

The interior arrangement includes an 8-qt. fresh meat drawer, the adjustable shelving, and a sliding "Snack Basket" to keep small, seldom-used items ready for use.

All these models have blue or gray breaker strips for color contrast. Insulation is 3 in. of "Cell-U-Fibre." Tecumseh compressors of ½-hp. are used. Cabinet interiors are of DuPont "DuLux."

Fifth model in the line is the King RD-87, a short-door refrigerator with the "Select-O-Shelves" and two sliding snack baskets. This model, which has a capacity of 8.5 cu. ft., will retail at \$319.95.

Coolerator points out that more than a dozen different shelf combinations are possible by shifting the snack baskets and adjusting the shelves to provide room for tall bottles, watermelons, or bulky food articles.

The full-width freezer chest stores more than 40 lbs. of frozen foods and

NEMA Freezer Sales Total 214,336 for 8 Months With 35,384 Units Sold In August

Electric Farm and Home Freezers—Complete—Sales by Sizes—Units

Farm and home freezers complete with high and low side and cabinet, where 50% or more of the net cabinet capacity is designed for the freezing and/or storage of frozen food.

AUGUST (28 Companies)

Sizes	Domestic (48 States and D. C.)	Canadian	Other Foreign	Total
1. 4.9 cu. ft. and under..	2,450	...	24	2,474
2. 5.0 to 6.9 cu. ft.	5,364	...	16	5,380
3. 7.0 to 8.9 cu. ft.	10,976	...	64	11,040
4. 9.0 to 10.9 cu. ft.	1,972	...	21	1,993
5. 11.0 to 12.9 cu. ft.	8,501	...	13	8,514
6. 13.0 to 16.9 cu. ft.	4,251	...	15	4,266
7. 17.0 to 20.9 cu. ft.	1,434	...	2	1,436
8. 21.0 to 29.9 cu. ft.	114	114
9. 30.0 to 39.9 cu. ft.	163	163
10. 40.0 to 49.9 cu. ft.	2	2
11. 50.0 to 59.9 cu. ft.
12. 60.0 cu. ft. and over ..	2	2
Total—All Models	35,229	...	155	35,384
13. Total Upright Models (included in above)...	1,383	...	3	1,386

FIRST EIGHT MONTHS (27-31 Companies)

Sizes	Domestic (48 States and D. C.)	Canadian	Other Foreign	Total
1. 4.9 cu. ft. and under..	13,013	...	879	13,892
2. 5.0 to 6.9 cu. ft.	28,145	...	622	28,767
3. 7.0 to 8.9 cu. ft.	51,088	1	714	51,803
4. 9.0 to 10.9 cu. ft.	16,715	...	53	16,768
5. 11.0 to 12.9 cu. ft.	46,899	...	110	47,009
6. 13.0 to 16.9 cu. ft.	33,477	...	85	33,562
7. 17.0 to 20.9 cu. ft.	19,577	...	45	19,622
8. 21.0 to 29.9 cu. ft.	1,134	1,134
9. 30.0 to 39.9 cu. ft.	1,732	1,732
10. 40.0 to 49.9 cu. ft.	14	14
11. 50.0 to 59.9 cu. ft.	1	1
12. 60.0 cu. ft. and over ..	32	32
Total—All Models	211,827	1	2,508	214,336
13. Total Upright Models (included in above)...	9,991	...	38	10,029

Participating companies: Avco Mfg. Corp.; August G. Barkow Mfg. Co.; Beatty Mfg. Co.; Ben-Hur Mfg. Co.; Brewer-Titchener Corp.; Carrier Corp.; The Coolerator Co.; Deepfreeze Div., Motor Products Corp.; Frigidaire Div., General Motors Corp.; General Electric Co.; Gibson Refrigerator Co.; Hotpoint, Inc.; International Harvester Co.; Kelvinator Div., Nash-Kelvinator Corp.; Masterfreeze Home Locker Mfg. Co.; The Maytag Co.; Norge Div., Borg-Warner Corp.; Oregon Refrigerator Co.; Portable Elevator Mfg. Co.; Revco, Inc.; Sanitary Refrigerator Co.; Schaefer, Inc.; Emil Steinhurst & Sons, Inc.; Sub-Zero Freezer Co., Inc.; Victor Products Corp.; Westinghouse Electric Corp. (in 5-1-49); Wilson Cabinet Co., Inc.; Whiting Corp.; Ace Cabinet Corp. (out 2-1-49); R. H. Bishop Co. (out 1-1-49); Chapman Refrigerator Sales Co. (out 1-1-49); General Refrigerator Corp. (out 3-1-49); Ideal Cooler Co. (out 7-1-49); Seeger Refrigerator Co. (out 3-1-49); Stoddard Mfg. Co. (out 4-1-49).

makes 54 cubes. Twin "Crisp-O-Lators" hold 21 qts. of vegetables and fruits. The adjustable "Chill-R-Shelf" is equipped with a refrigerated fresh meat keeper.

According to Coolerator, the new dual-purpose freezer not only stores nearly 600 lbs. of frozen foods, but also permits users to store fresh fruits in preparation for freezing, chill a full case of beer or soft drinks, and effect "improved" slow thawing of large cuts of meats and fowl.

It is also an ideal spot to store large quantities of apples and other fruits not generally frozen, it was pointed out. A sliding wire basket with dividers is provided.

Despite its increased capacity, the new "Freez-R-Ator" is said to take less space than a conventional 15-ft. freezer. It is 28 in. wide and less than 6 ft. long and is designed to slide through narrow doors.

The freezer is powered by a heavy-duty, ½-hp. Tecumseh compressor using "Freon-22." The cabinet is insulated with a 4 to 5-in. blanket of "Cell-U-Fibre." The "Freez-R-Ator" comes with a \$200 food loss warranty for mechanical failure, as well as the 5-year service warranty.

The refrigerator compartment incorporates a flat lift-lid.

The three models which represent the top of the Coolerator range line all have 12-in. control panels with built-in fluorescent lighting, an auxiliary appliance outlet, and the "Well-E-Vator." The last-named is a 2,100-watt surface unit in the up position and a deep-well cooker in the down position.

The deluxe, double-oven Imperial Model HD-92 will list at \$369.95, the deluxe Imperial single-oven model HD-82 at \$329.95, and the Regal model HC-62 at \$279.95.

In the intermediate price group, Coolerator will market the Model HC-52 Commander, a rotary switch range with deluxe features, priced at \$239.85.

Range line leader is the Budget Model HB-45 priced at \$199.95, and two 20-in. models complete the line. With three surface units, the HA-23 3-unit range will retail at \$154.95 and the HA-24 with four surface units at \$164.95.

Freezer Sales Climb--

(Concluded from Page 1, Column 2)
as compared with 21,429 units last year.

Of the August total, only 155 units were sold abroad. Even this was better than the 97 exported in the same month last year.

More than half of all freezers sold during August were in the 7 to 8.9-cu. ft., or 11 to 12.9-cu. ft. categories. These, plus the 13 to 16.9-cu. ft. category, were the only ones to show improvement over last year.

Hotpoint Shutdown--

(Concluded from Page 1, Column 5)
time for the rest of the year to meet the demand.

Nance pointed out that there would be a period of delay even if the strike were settled today.

"One advantage that we will have is the fact that our factories produce an extremely large volume of appliances so that we are able to assure our dealers and customers waiting for appliances that they will come rapidly once full production is again possible," he said.

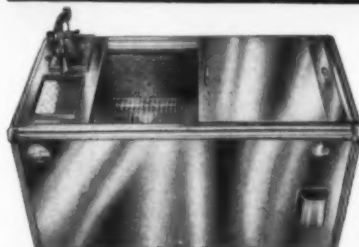
As a manufacturer of large appliances using great quantities of sheet steel, Hotpoint's supply of this type of metal was exhausted first. Unlike many appliance manufacturers, the company makes its own electric controls, heating units for ranges, and other parts which require smaller amounts of steel. Materials for these parts are available and the components will be ready for installation as soon as sheets flow again.

Production schedules at Hotpoint based on the upswing in orders, had been worked out to produce more appliances during the final quarter of the year than at any previous time in the company's history.

Drugstore To Get Air Cooling

ROCK HILL, S. C.—Thomas Heating & Air Conditioning, Inc., 144 York Ave., had the contract for installation of air conditioning and heating equipment in Bowen's Drug Store, which has just opened for

AMERICA'S FINEST BEVERAGE COOLERS

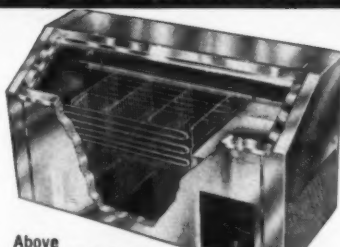


Above Model B180, Stainless Steel Exterior, with #282D Double-Spout Water Equipment. "B" Models... Wet or Dry Operated Coolers. 4 Sizes—4, 5, 6 & 6½ Ft.

"Bevco & Maid"

Four sizes in each model... capacity range from 5 to 50 cases, here is the an-

swer for fast, low-cost, trouble-free cooling... Write for literature and complete details.



Above Model DB6-21 Dry Cooler, S.S. Exterior, with Fin-Coil Construction. No Blower Necessary. "DB" Models... Dry Counter-Type. 4 Sizes—4, 6, 8 & 10 Ft. Self-Contained or Remote Units.

The BEVCO Company, Inc.

3110 N. 11th Street • St. Louis 7, Mo.

CHOICE OF THE TRADE IS THE "BEVCO-MAID"

PLACING FIXTURES: Drugstore Finds Regrouping Ice Cream Cabinet, Nut Vendor Spurs Related Sales

LINCOLN, Neb.—Conversion and regrouping of a 6-ft. refrigerated ice cream vending fixture and two hot nut machines have resulted in an increase in sales for all merchandise involved at the Allen Drug Store, reports proprietor Tom Allen.

In addition, the grouping has reduced by about one third the amount of floor space necessary for the various fixtures in more conventional locations.

Allen has a policy of constantly experimenting with different types of fixtures, groupings, and relocations. He took over an old pharmacy shortly after World War II, doubled the floor space, and completely modernized, including the installation of year-round air conditioning, to increase total sales volume more than 400%.

The newest grouping, which he pointed out has been more than ordinarily successful, is built around the refrigerated ice cream case. A new reach-in style, open-top fixture was installed a year ago last spring, and packaged ice cream sales were immediately doubled, the druggist recalled. Recently, however, he got the idea that the large mirrored backbar took up entirely too much space.

As a consequence, the backbar was removed. A set of full-view plastic hinged covers to fit over the open top was purchased from the manufacturer of the case. This change alone cut the cost of operating the refrigeration unit just about in half, according to the druggist. He also placed a can of calcium chloride inside the fixture to stop unsightly vapor and keep the plastic covers from becoming fogged.

Nut sales had jumped when the drugstore installed a double-unit, white-enameled hot nut case, but the proprietor conceived the idea of conserving floor space by teaming the nut machines with the refrigerated case in a compact grouping calculated to increase related selling. One unit was converted into a vending fixture for mints, gum, and party confections, and the two units were placed directly back of the ice cream case whose backbar had been removed.

Result of this grouping has been that more nuts are being sold from the single unit than were formerly moved when both units handled nuts. Sale of mints, gum, and party confections also increased, while there has been no decrease in take-out ice cream sales. Per-customer sales have been increased, Allen stated, with

6,000 More Markets Seen In U. S. by 1960

WASHINGTON, D. C.—Six thousand more supermarkets by 1960 was predicted recently by Lansing P. Shield, executive chairman of the National Association of Food Chains.

In addressing the 16th annual meeting of the association here, he further forecast that this increase would add more than \$6 billion to retail food sales.

He pointed out that the increased number of stores will be needed to feed the country's growing population—a population that is expected to uplift its standards of eating at the same time.

Stanley Co., Oklahoma City Commercial Distributor, Moves

OKLAHOMA CITY—The Stanley Co., distributor for home freezers, air conditioning equipment, and commercial refrigeration, has moved to a larger building at 32 E. California St. here.

Incorporated in the new building are expanded service facilities, a larger dealer showroom, and facilities for motion picture training.



Customer can select all party needs from one spot. Plastic see-through lids on ice cream case help selling.

numerous shoppers buying their party needs from ice cream to mints and nuts located in the one compact section.

Boxed nuts are placed on top of the nut fixture for self-service. Customers who wish to purchase in other quantities are quickly served either by the fountain help or cashier, since the unit grouping adjoins the soda fountain at one end and the cash register counter at the other end.

Ice cream toppings that do not require refrigeration are carried on top of the nut machine and the back ledge of the ice cream case, while frozen fruit toppings are stocked inside the refrigerator.

One of Allen's main ideas in making this grouping was to conserve selling space, so fittings were placed on one end and one side of the refrigerated case to support glass-covered panels for display of pipes. This has given additional space for display of new items around the cash register where pipes formerly were shown, according to the druggist, while pipe sales have moved along briskly in the new location, well up to the volume enjoyed in the counter location.

Freezing Bones Permits Their Use In 'Patching' Cases, Research Shows

CHICAGO—Tests made by two St. Louis surgeons indicate that bones of other persons, frozen at a very low temperature and kept in a "bone bank" will work very well in patching up patients with skeletal defects, it was reported here recently at the clinical congress of the American College of Surgeons.

The surgeons, Dr. Fred C. Reynolds and Dr. David R. Oliver, of Washington university school of medicine and Barnes hospital, related how they had tried the idea successfully with dogs.

They pointed out that whereas the theory had been held that bones from the injured person's own skeleton were best for grafting purposes, their tests showed that frozen or chemically preserved bones from a "bank" worked just as well.

They noted that such grafts are used only to fill the gap until new bone is grown at the site of the defect. The grafts do not grow.

JOBBERS!

SAVAGE

Merchandisers Now Available for Your Distribution!



Rolls Easily About Store

Two Models to Sell

There are two Savage Merchandising Cabinets, the M-9 (9 cu. ft. capacity) and the M-18 (18.7 cu. ft.). Both display and sell ice cream and frozen foods. A wide assortment of ice cream and frozen food photos (full color, 3-dimensional) is supplied to you to meet your customers' requirements.

You can't go wrong selling Savage merchandisers! They are manufactured by the Refrigeration Division of Savage Arms Corporation, for over 20 years a leading producer of low-temperature equipment.

Now for the first time the popular Savage Merchandising Cabinets are being offered to jobbers. It's your big chance to sell these highly profitable units in a rapidly expanding list of users. Your selling efforts will be backed by a vigorous advertising program in national trade publications. These fine frozen food and ice cream merchandisers have formerly been sold with great success to a limited market. Now Savage has increased production to a point where national distribution is possible. That's where you come in!

Many Prospects in Your Territory

These colorful merchandising cabinets are the new and most effective means of selling frozen foods and ice cream. Wherever these products are sold, you will find a new prospect for a Savage merchandiser. Drug stores, delicatessen stores, groceries, supermarkets—even movie theaters, filling stations, and more are getting into this profitable business of selling ice cream and frozen foods. They want—and buy—highly merchandising cabinets that can make big money by selling these products!

ACT NOW

For Greater Profits

Responding to this big opportunity, mail the coupon today for literature, price data and full information. Don't delay! Savage Arms Corporation, Refrigeration Division, Utica, New York.



MAIL COUPON NOW!

SAVAGE
Double Duty
Merchandising Cabinets

Refrigeration Division • SAVAGE ARMS CORPORATION
UTICA 1, NEW YORK

Gentlemen: I am interested in learning more about Savage Merchandising Cabinets and profits to be made from selling them. Please send me all the facts.

Name _____

Firm Name _____

Address _____

City _____ State _____



INSIDE DOPE

by GEORGE F. TAUBENECK

(Concluded from Page 1, Column 1) fashioned belly-laughs at their own mistakes, and the realization that a set-back is not a world-shaking event in their lives. When I get my patients to laugh at their own mistakes, they are a long way toward solving their own problems."

And Fred Allen, America's foremost radio and film comedian adds: "If we can find a common ground in humor to stop the fussin', fightin', and fuedin' in the world we might actually laugh our way into Peace."

Subscribers Join In the Fun

So much for the justification of our excursions into contemporary humor.

A short time ago "Inside Dope" quoted letters from subscribers who requested that we publish a book of our "stories of the week" and full-column collections of backroom anecdotes.

This we promised to do—if a large enough body of our "fans" would write in and order copies of this book in advance—sight unseen.

So help us, dozens of them did. And many of them submitted stories of their own which, they figured, would go well in this proposed book.

Contributor Earl Tinkelpaugh, for example, submitted the following

enigmatic animal tale to our forthcoming joke-book.

A spitz and a chow were cavorting out-of-doors one afternoon when they saw a little Pekinese trotting disdainfully toward them.

"Cheez, let's scam," muttered the chow, fleeing toward the nearest alleyway.

"What's the matter?" asked the spitz when he caught up with his friend. "Surely you're not afraid of that tiny little Peke?"

"Afraid, hell," grunted the chow, "that dog's got the coldest nose in this city!"

And here are two more contributions which were appended to sight-unseen orders for our coming "joke book."

"I suppose you have heard that when Noah landed the Ark, all the animals came aboard in pairs. Except the worms. They came in apples."—F. G. KILBURN, Product Application Dept., Airtemp Construction Corp., Dayton, Ohio.

Another contribution:

After consuming quite a few Manhattans, this fellow staggers to his car, manages somehow to get the key into the ignition switch, starts her up, moves out into traffic and only then realizes how drunk he is. At this moment another car happens to pass him. So the drunk decides to follow the tail lights of this car, which appeared to be going in his direction. This he did very well—slowing up when necessary, stopping at red lights, etc. Finally, for no sensible reason (so the drunk thought) the car ahead braked to a sudden stop. There was a resounding crash.

The drunk driver staggered out, bawled the pilot out, and barked:

"What's the big idea? Give a fellow some warning before you stop. Put your hand out, etc."

The other fellow scathed the drunk follower: "What, in my own garage?"—CHARLES P. STAAB, Gordon A. Mueller, Inc., Long Island City 1, N. Y.

'You'll Love This One'

All right, friends, you asked for it. The book is ready. A compilation of our best jokes under the title: "You'll Love This One" is yours for the asking—plus \$1.50. It has 236 pages of laughs, and is handsomely bound in flexible leatherette to fit your pocket.

In the meantime, let's look over the shoulders of our pretty mail-girl while she opens a few letters:

J. Henderson Stock
Mechanicsburg, Pa.

Editor:

I heartily agree with the comments of L. L. Staebler of Universal Cooler concerning the contents of your "Inside Dope" column of the NEWS. It is gratifying to learn that you contemplate publishing a booklet containing the stories which have appeared in this column. You may enter my order now for a copy of the book when it's issued. While the NEWS always contains many items of interest, I always read the "Inside Dope" column as soon as the wrapper is removed from the NEWS.

I am enclosing two jokes for your forthcoming book. If you have not used them before, they may be of interest to others.

J. HENDERSON STOCK

Following are Mr. Stock's contributions:

An insane asylum inmate presented himself to a Board of Inquiry, hoping

to qualify for release from the institution. All his answers to the questions of the examiners seemed quite satisfactory until he was asked what he intended to do when he was released.

He replied: "I am going to get me a sling-shot and break all the windows out of this building."

He was returned for further treatment.

Thirty days later, he came up for a second examination. Again he was asked what he proposed doing when he got out.

"I will get me a sling-shot," he reiterated happily, "and break all the windows out of this building." Again he was returned for further treatment.

At the end of another month he requested a third chance and duly was brought face-to-face with the examining staff.

Doctor: "What do you intend to do when you get out?"

Patient: "I expect to get me a nice girl friend."

Doctor: "That's quite natural. Then what?"

Patient: "I will take her for a ride in my car."

Doctor: "O. K. Go on."

Patient: "We will drive to some secluded spot and make whoopee."

Doctor: "Then what?"

Patient: "I will run my hand up under her dress."

Doctor: "And . . ."

Patient: "When I get to her garter, I will take it off and use it for a sling-shot and I'll break all the windows out of this building!"

Sam, a Negro sharecropper, had lived on a small Georgia farm for 14 years. Every succeeding year he fathered another child. Now and then Sam asked his landlord to add another room to his shack to accommodate his ever-enlarging family.

When the landlord had added the third room he asked Sam if he didn't think it was time to quit his foolishness—that his family was large enough now. Sam replied:

"Yes, boss, I think you're right. If it happens again, I'll hang myself."

About a year later, Sam came to the landlord and said:

"Boss, I'm in trouble."

"What kind of trouble, Sam?"

"We just got a pair of twins over at our house last week."

"Sam, do you remember what you told me a year ago?"

"Yes, Boss, I remember what I said. I told you I would hang myself if this happened again. Well . . . I started to do it. I threw a rope over a limb on the apple tree, and tied one end to a big limb. I stood on a box and tied the other end around my neck. I was just ready to kick the box out from under my feet and then I happened to think:

"Look here Sam, don't be too fast, you might be hanging an innocent man."

"What would you have done, Boss?"

Moore Butcher Supply
Salt Lake City 1, Utah

Editor:

I enjoyed very much reading "One Foot in the Door." Possibly more so than the average because my early business training came from association with Thomas J. Watson's organization, so actually I feel I can claim John H. Patterson as my grandfather. I am anxious to read "The Marshal's Baton," therefore, please enter my order.

Apparently you have been exposed to all good stories, but just in case it hasn't come to your attention, I am enclosing one that appears to be in the same plane as so many you use.

"Once upon a time there was a boy penguin and a girl penguin, who met at the equator. After a brief but pleasant interlude they parted, and the boy penguin went to the North

Pole and the girl penguin went to the South Pole. Later on, a telegram arrived at the North Pole, stating simply: "Come quick—I am with Byrd."

RALEIGH W. MOORE,
General Manager

Strawbridge & Clothier
Philadelphia 5, Pa.

Editor:

When you publish your proposed book containing the most humorous stories that have appeared in your column, "Inside Dope," please mail a copy and invoice to me.

MAURICE WEBB,
Sales Manager, Appliances

Clayton, Mo.

Editor:

When, as and if you ever do publish your "Stories of the Week" in booklet form, please consider this an order for at least one copy. I have been clipping some of these stories for my pocket wallet for a long time past, and the idea of these in booklet form is most appealing.

FRANK G. JAPHA

Pennsylvania Farm Bureau
Cooperative Assn.
Harrisburg, Pa.

Editor:

When you have compiled the book on "Inside Dope" we'll all be very glad to purchase one. Please list us as one of your prospective customers when this edition is completed.

GEORGE SNYDER,
Major Appliances

Limbach Tempatrol Co.
Pittsburgh, Pa.

Editor:

In AIR CONDITIONING & REFRIGERATION NEWS I noticed that a booklet of "Stories of the Week" is to be published in the near future.

I am very much in agreement with the notion that a collection of these stories should be prepared in booklet form. Accordingly, please include my name on the order list for one of these booklets.

C. M. CRAWFORD,
Cooling Department

The Humburg Co., Inc.
LaCrosse, Kan.

Editor:

I noticed that you will be printing "Stories of the Week." Reserve us a copy and send it out when it is published.

MERRILL HUMBURG

Seeger Refrigerator Co.
Evansville, Ind.

Editor:

I enjoy reading the stories which appear in your weekly "Inside Dope" column very much. Therefore, I would appreciate your placing my order for the handy booklet which you plan to print in the near future covering "Stories of the Week."

A. O. JOHNSON,
Manager of Sales

Westinghouse Electric Corp.
Mansfield, Ohio

Editor:

Please put me down for a copy of "Stories of the Week" book. I hope it is published soon.

J. E. HUGO,
Central Mgr. Electric Appliance Div.

Sterling Products Co., Inc.
Chicago, Ill.

Editor:

We shall appreciate it if you will let us know when your booklet "Stories of the Week" is ready.

DUDLEY M. CONDIT

Kerrville, Tex.

Editor:

Put me down for one copy of your up-coming book of "Stories of the Week," sight unseen.

GEORGE NENSCHAFER

Anybody else want a copy of this book of jokes, stories, and anecdotes? It's ready. Price: only \$1.50 for 23 pages of fun.



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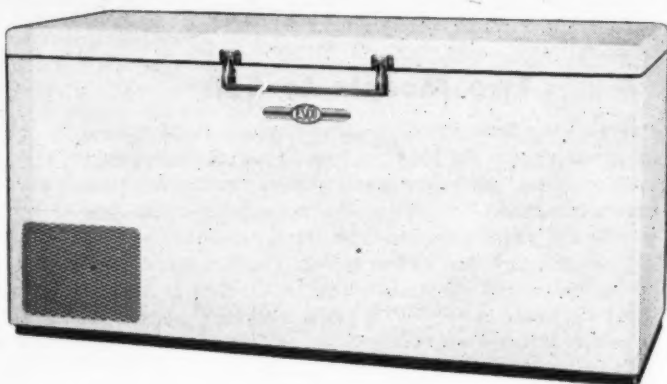
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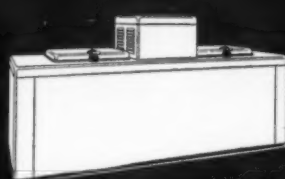
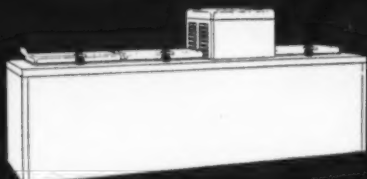
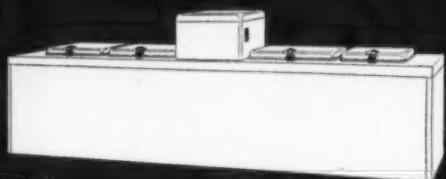


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Kronauge Named Manager Of Used Refrigerator Sales Service for Kelvinator

DETROIT—Expansion of Kelvinator's used refrigerator marketing service to retailers and the appointment of William G. Kronauge as used refrigerator sales manager were announced recently.



W. G. Kronauge

D. A. Packard, household sales manager, said Kelvinator's used refrigerator program has gradually grown in scope since its origin in 1940 to the status of a sustained national activity.

The expanded service is intended eventually to provide each class and type of dealer with information on the best methods of handling and marketing used refrigerators in their particular areas, he said.

In 1940, R. A. Demmer, now marketing and organization manager, initiated the program with an extensive survey and analysis of the used refrigerator business. These studies, interrupted by the war, were resumed in 1945 under H. L. Schmutz, who left his post as Dallas zone manager to head the used refrigerator activity at Detroit.

After a year of further development, the program was taken up by Kelvinator's Marketing Division, which has spent the past three years gathering and correlating data on the subject.

Kronauge, with a broad background of experience, will direct the extension of the program into a full-fledged service for Kelvinator dealers. The service is planned on an individualized, specific-market basis, and there is no plan for immediate release to dealers of the general used-refrigerator information that has been accumulated.

Kronauge joined Kelvinator in 1944 in charge of commercial and parts sales and service at the Chicago zone. His background includes both sales and service experience in the commercial and domestic field as a dealer, salesman, and factory agent.

He entered the field as a salesman in Indianapolis. He operated his own dealership for several years, then joined a major appliance company as divisional manager in Illinois.

Kronauge attended the University of Dayton, Butler university, and the University of Cincinnati.

Locker Plant Amends Charter

CORPUS CHRISTI, Tex.—Nueces Cold Storage and Locker Co. has amended its charter of incorporation, increasing its capital stock to \$105,000.

Dealer Takes 'Blues' Out of Canvassing By Letting Salesmen Work In Store, Too

WALTHAM, Mass.—A sure-fire method of preventing outside salesmen from getting "the blues" after repeated calls fail to bring sales, is to "stagger" their selling hours so that time is spent both on the floor and outside, according to Grover Cronin, Inc., appliance dealership here.

F. A. Murphy, appliance head, feels that good specialty appliance salesmen are a rare and precious thing, and that the store should do everything possible to keep such men contented with their jobs.

"Of course, there are always floaters, who move from one appliance store to another," Murphy said, "but when the store has found several good, reliable outside salesmen who diligently apply themselves to the job, we think it's necessary to take steps to keep them on the payroll."

Studying the obstacles which are most likely to force the outside salesman to seek greener climes, Murphy determined that repeated and continuous "outside cold canvassing" with no apparent results forthcoming, was No. 1 on the list.

"Every outside salesman, at some time, becomes discouraged, and wishes that he were on the sales floor, where the customer comes to him," Murphy said. "Therefore, we have attempted to set up a schedule which gives all the advantages of inside and outside selling, with additional features besides."

July Federal Reserve Poll Indicates

Consumers Still Plan To Buy Appliances, More Want TV

WASHINGTON, D. C.—Plans of American consumers to buy durable goods such as appliances, television, and automobiles, apparently were not substantially changed by the readjustment in business activity during the first half of 1949.

That conclusion was reached by the Federal Reserve Board after studying results of a midyear survey of consumer finances conducted last July by the Survey Research Center of the University of Michigan.

A total of 1,850 spending units—all persons living in the same dwelling who pooled their incomes for their major items of expense—were interviewed during the survey.

The surveyors found, according to the Board, that "intentions to buy certain durable goods such as radios, washing machines, and stoves have shown a slight decline, but this has been offset at least to some extent by an increase in plans to buy television sets."

Price Drops Small Factor

Recalling that the first half of the year was marked by a steady stream of price reductions, the survey attempted to find out what effect it was having on consumers.

This is what it found:

"Much of the anticipated demand for automobiles as well as other durable goods is quite independent of price developments in the sense that people need such goods and planned to buy them even if the expected, relatively small, price declines, did not materialize.

"Some of these people expressed that opinion clearly by saying they would buy an automobile or a refrigerator or a television set unless prices on these commodities go up.

"On the other hand, about one of every five people who expressed an intention to purchase cars, refrigerators, television sets, and various other household goods said his prospective purchase was contingent upon price declines—he would buy only if, as expected, prices declined."

Half Look for Lower Price

The Board also stated:

"Not all spending units indicated the extent to which they expected prices to come down, but for those which did it was clear that declines of less than 10% were anticipated.

"Consumers apparently differentiate sharply their expectations for prices in general and for prices of consumer durable goods in particular.

"The proportion of spending units looking for prices in general to decline was only about five in every 10, but roughly seven in every 10 were expecting prices of automobiles and of other consumer durable goods to decline in the last half of 1949."

Other highlights of the survey

given emphasis by the board were:

"Approximately 56% of all spending units expected their incomes to be larger for the entire year 1949 than they had been in 1948. This was a slightly larger proportion than actually reported increases in income in surveys covering the periods 1946-47 and 1947-48.

"The proportion of consumers who felt that their financial positions had deteriorated during the past year was larger than at the beginning of 1949 and returned to approximately the level reported in all surveys prior to the first quarter of this year.

More Making Less Money

"The small decline in national income in the first half of 1949, the first such decline since 1945, was reflected in a sharp rise in the frequency with which consumer spending units reported declines in incomes.

"In July, 1949, approximately 7

consumer units in 20 reported making less money than a year earlier. This was the highest frequency of income declines reported in any of the Consumer Finance Surveys to date. It compares with 4 in 20 who reported in January, 1949 that they were earning less than 12 months earlier.

"Approximately as many consumers reported intentions to buy durable goods other than automobiles during the next 12 months as had indicated such intentions early in 1949.

"Potential plans for buying certain types of goods such as television sets and furniture appeared to be somewhat stronger while for other types of goods the number of prospective buyers was unchanged or somewhat smaller than at the beginning of 1949.

"The principal shift since the beginning of 1949 in consumer thinking about the prospects for their own incomes was an increase in the pro-

portion who were uncertain whether they would be earning more or less money or about the same amount in the coming months.

"The number of consumers who thought that they would be making less money a year hence was equal to the number who were expecting to make more money. In each of the preceding four surveys more spending units had been looking for increases than for decreases in income."

Recession Hits Little Fellow Hardest

The survey also indicated that spending units with less than \$2,000 annual income were hit harder by the "recession" than those of higher incomes. The board said, however, that "although as many as one-third of all consumer spending units may have been affected adversely during the first half of 1949, the consequences were serious in only a relatively small proportion of the cases.

"In many instances, such spending units were already low in the income and consumption scales and so their influence on general economic activity would be slight."

There's COMPELLING SALES APPEAL in this "Magic-Touch" Demonstration



Here's a "big step" in demonstrating and selling a new refrigerator!

Keep a few Inland "Magic Touch" Ice Cube Trays filled with cubes in your demonstrators.

At the right point in a sale, remove a tray . . . raise the "Magic Touch" lever and lift out the grid. That's all! Your prospect will see the whole trayful of big, sparkling ice cubes, free, separate, dry, ready for use!

It's a really compelling demonstration. There's nothing like this Inland tray for ease, speed and convenience . . . plus fast freezing and long service. To take full advantage of this sales appeal,

be sure that the automatic refrigerators you sell are fully equipped with Inland "Magic Touch" Ice Cube Trays that are pre-sold to your prospects by Inland's national magazine advertising.

New refrigerators fully equipped with Inland "Magic Touch" Ice Trays give your customers complete ice convenience



"Magic Touch" Ice Trays

by INLAND



INLAND MANUFACTURING DIVISION
General Motors Corporation, Dayton, Ohio

Lynch 9 Mos. Profit Decreases

TOLEDO, Ohio—For the nine months ended Sept. 30, Lynch Corp. and subsidiaries earned a net profit of \$518,920 or \$1.15 per common share, the company reported recently. This compared with a net profit of \$762,767, or \$1.69 per share last year.

Trade Associations Warned To Avoid Talk Of Price, Terms To Stay on Right Side of Law

CLEVELAND — Discussions at trade association meetings should not be permitted to include commercial matters such as prices, terms of sale or discount, franchises, territorial restrictions, and the like.

Richard P. Heppner, of the law firm of Donovan, Leisure, Newton, Lombard & Irvine, New York City, so cautioned members of the International Association of Electrical Leagues at their recent 14th annual conference here.

The warning was sounded during a talk on legal points in association work of which league managers should be aware. In the operation of leagues, Heppner stressed, "care must be taken to insure that enthusiasm and initiative do not run beyond the law of trade regulation."

Purpose of Anti-Trust Law

"The broad purpose of our Federal anti-trust laws has been to keep the channels of interstate and foreign commerce free from obstacles which might be erected by individuals or corporations."

"In 1890, the Congress recognized certain obstacles of interstate commerce which had been developed by individuals and corporations and passed our basic anti-trust law—the Sherman Act. Section 1 of this Act reads:

"Every contract, combination . . . or conspiracy in restraint of trade or commerce among the several states, or with foreign nations, is hereby declared to be illegal."

Sherman Act Applies

"Although the Sherman Act was aimed principally at the elimination of trusts and monopolies, it has been applied to trade associations and business leagues."

"For instance, some years ago an association was organized which included dealers within a given area as active members, and manufacturers not within the areas, as non-resident members."

"The by-laws of the association provided in part that dealer members were prohibited from purchasing from non-member manufacturers and that dealer members could sell to non-member dealers only at retail prices or face expulsion from the association. If manufacturer members sold to non-member dealers within the given area, they forfeited their membership in the association."

"When member manufacturers did refuse to sell to a dealer in the area because the dealer was not a member of the association, the dealer brought suit under the Sherman Act against

the association and its members for treble damages. The jury found for the complaining dealer. This judgment was affirmed on appeal by the Supreme Court. . . .

"Agreements among competitors relating to prices, terms, and conditions of sale have been held to be illegal in and of themselves under the Sherman Act in so many cases that this has become a well-established principle of law."

"As trade association executives your participation in arrangements having to do with prices, directly or indirectly, is perilous. Although this would seem to be widely known and well appreciated, the dockets of our courts do not so indicate. A review of a current litigation under Section 1 of the Sherman Act in fact discloses quite the contrary."

"In a pending civil case against an unincorporated association, 12 corporations, and 20 individuals, the Department of Justice has charged an unlawful combination and conspiracy in the sale and distribution of plumbing supplies."

"The complaint alleges that illegal price stabilization was effected by agreements to abide by a price list published and circulated by one of the defendants. (*United States v. John B. Reeves & Son, et al.*, Civil 8769-W, (D.C.S.D., CAL., 1949)).

Conspiracy

"In another pending case, this one a criminal case, the Department of Justice is prosecuting a trade association, four corporations, and 12 individuals. The information alleges, in part, a combination and conspiracy which include agreements to employ a uniform non-competitive method of calculating prices to be charged in the sale and installation of electrical equipment."

"Other agreements relate to the supplying of labor to install equipment only when the equipment was purchased from defendants, to the prevention of buyers purchasing directly from manufacturers or jobbers, to uniform methods of making estimates on bids and to a bid depositary. (*United States v. Electrical Contractors Association*, Cr. 47712, D.C.W.D., Wash., 1949).

"A trade association, its manager, four corporations, and 13 individuals have been indicted and charged with combining and conspiring to restrain trade by means of certain agreements."

"It is alleged that the jobbers agreed to include in sales to consumers a commission to be paid to electrical contractors and that no firm would operate both as a jobber

and a retailer. The electrical contractors are accused of agreeing to buy only from local jobbers and of agreeing to prices and terms of lighting fixtures."

"Defendant contractors are also charged with having agreed not to install fixtures purchased by consumers from jobbers or others than said contractors unless they are paid a special commission. Finally, they are charged with having agreed to operate a bid registration system. (*United States v. NECA, et al.*, Cr. 11952, (D.C.N.D., Texas, 1949)).

"A criminal case is also pending against a trade association and seven individuals relating to restraints upon the distribution of plumbing in another part of the country. (*United States v. Denver Master Plumbers Assn., et al.*, Cr. 11738, (D. C. Colo., 1949)).

Possibility of Boycott

"These few examples of current litigation involving trade associations emphasize the attendant danger to an association and its members when the association becomes involved in the commercial relationships between manufacturers, jobbers, retailers, and consumers."

"Another related matter about which league managers should be cautious is the possibility of boycott. Preferences for particular types of product or for particular makes of product at the expense of competing types or makes may become incorporated in the working rules of the league. If this happens the league may be faced with charges brought by public or private agencies."

Heppner then took up legal questions suggested in advance by league managers. He prefaced his comments with this statement:

"The answers to most questions in your field depend upon a careful analysis of the facts of a particular matter. Whether a given course of action will restrain trade and hence be illegal will depend upon the purpose of motive behind the action, the manner in which the action is undertaken, the position of the group acting or the results which follow the action."

Membership Restrictions

The first question dealt with restrictions on membership in a league. "A voluntary association," Heppner explained, "can be as exclusive as it likes, but the more restriction on membership, the less freedom and safety for its activities."

"The law, of course, is concerned with the things that an association does. So, if your group is nothing but a social club you can be as arbitrary as you like about membership. But if you expect to discuss and deal with business problems, in these days you had better operate an open shop—in a goldfish bowl."

"If you keep some competitors out of your league, the government investigators may want to know why. The test is a practical one. Will lack of membership put a competitor at such a disadvantage that that disadvantage can only be cured by membership? If so, it is my view that the government will require open membership."

Beware 'Concerted Action'

Touching on the general question of phraseology of league constitutions, Heppner pointed out that "modern lawsuits are often a battle of words, so we have to pay some attention to the science of semantics."

"For example, the phrase 'concerted action' has appeared in judicial decisions involving violations of anti-trust laws. For this reason people are apt to look carefully into a document which uses these words or any exhortation toward stabilization of market conditions."

"In the abstract there is nothing questionable about action as such. There is, however, serious question regarding group action which might involve restraint of trade."

Heppner next took up the point of the repeated publication of articles in association bulletins describing the economic consequences of consistent price-cutting, unwarranted trade-in allowances, and similar practices.

"To date our courts have regarded a market as a place where sellers compete with each other to make every available sale," he said. "When

prices in a particular market were rigid and supplies exceeded demand, the government has looked for evidence of restraint in the absence of fair trade laws."

"Perhaps articles concerning the economic consequences of price-cutting circulated and discussed among competitors were responsible for such price rigidity. If the discussions took place at or incident to association meetings, the association might find itself charged with being a party to an alleged combination or conspiracy in restraint of trade by attempting to stabilize and by stabilizing prices."

However, he added, "the particular facts and circumstances require considered examination and a general opinion can hardly be given on this point."

Continuing, Heppner commented on the publication of articles in association bulletins relating to violations of anti-trust and fair trade laws.

"Warning dealers and wholesalers of possible violations of law amounts to advising and this comes very close to practicing law if it is not so actually," he declared.

"It would be wholly proper for association bulletins to publish factual statements of the law and new releases on decisions of courts applying the laws to specific cases. Beyond such reporting of factual information, a trade association would be well advised to obtain an opinion from legal counsel."

Information on Legislation

He also had some advice on the publication in association bulletins of information concerning pending legislation:

"Fundamental in considering this question are the tax laws and anti-lobbying statutes. . . . Because of the complexities and variations of state statutes, it is impractical to attempt to cover such legislation in this type of discussion."

"Regarding the Federal Regulation of Lobbying Act, however, several observations are in order. As presently interpreted, this Act relates to organized propaganda designed to influence legislation. It is not concerned with the fair reporting of legislation."

"The reporting of legislation may become lobbying, however, when members or subscribers are urged to write their Congressmen to act in a certain way or when such reporting is so slanted as to imply the action to be taken."

"Persons and organizations attempting to influence legislation are required by the Federal Act to register and to make reports. Whether by so registering, an association may lose its tax-exempt status, must be considered with particular reference to specific facts and applicable statutes. Generalities may be misleading."

Price Fixing

"Electrical dealers," he went on, "sell many items on which Fair Trade or recommended list prices have been set by manufacturers. If in a given area such prices were generally followed, in part because of league educational programs, might the league be accused of participating in illegal price fixing?"

"If it could be shown that a league's educational program was responsible for the general maintenance of list prices set by manufacturers, or so intended, the league would certainly be in danger of being accused of illegal price fixing. Any collective activity in the realm of prices and price fixing is a hazardous one and certainly should not be the subject of discussion in league meetings or in league publications."

"Similarly, there is danger in advocating the maintenance of prices on articles which have been fair traded. The attitude of the Department of Justice, the Federal Trade Commission, and several of the states has become more and more hostile to Fair Trade laws and this growing hostility should be kept in mind."

Limit Distribution?

Can a group organize to limit the distribution of a certain product to certain outlets?

"In general," Heppner remarked, "an organization or individual may dispose of property as he chooses. When, however, such distribution has the effect of hampering someone in his business or of excluding someone from business, a restraint of trade has developed which may be illegal under the Sherman Act."

Finally, he commented on the use of books relating to the resale values

of trade-in values of particular items of equipment.

"In this connection, a great many facts have to be known and considered," he noted. "First of all, it would be necessary to find out how and by whom the values are determined."

"If these values represent averages of actual resale prices or trade-in allowances, collected carefully and accurately by a disinterested agency, the publication as such would appear to raise no legal questions."

"If, however, a group of competitors agreed that they would follow such values, the agreement would be illegal and the publication would probably be construed as an instrument of collusive price-fixing."

"Furthermore, even though the publication was above question and there was no proof that a group of competitors formally agreed to follow such prices, a charge of collusive price-fixing might be established against a group of competitors each of whom knew the others were following such values and in reliance thereon followed these values himself."

Prepare Agenda Carefully

He concluded by emphasizing these general principles governing the conduct of association business:

"1. Agenda should be carefully prepared for each meeting and should be assiduously followed during the meeting. Particular care should be taken to preclude unofficial meetings."

"2. Minutes should be kept of all meetings and should accurately set forth what took place. In this connection off-the-record or informal discussions cannot be tolerated."

"3. Discussions at meetings should not be permitted to include commercial matters such as prices, terms of sale or discount, franchises, territorial restrictions and the like."

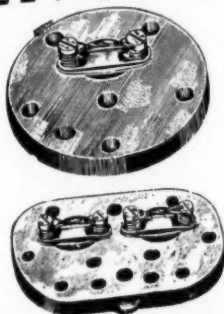
"4. Freely and frequently consult your league counsel as one who is trying to assist you."

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Shilling Heads Penn Switch Chicago Office

GOSHEN, Ind.—Howard C. Shilling has been appointed manager of the Chicago district office, according to R. H. Luscombe, general sales manager of the Penn Electric Switch Co. He replaces E. M. Smith, former manager.



Shilling, an experienced sales engineer in the application of automatic controls, joined the Penn company in 1941 and covered the Chicago territory until he was appointed manager of the Moline district office.

He also served as manager of the Goshen, Ind. district before leaving the company in 1948.

New York Bar Will Cool Wall Where Thurber Once Drew

NEW YORK CITY—Owners and Tenants Electric Co. here has announced that it has been awarded a contract to air condition Tim Costello's new bar at 699 Third Ave.

Costello's bar, which had been located in the adjacent corner building for a number of years, has won renown as a hangout for artists and writers. One of its outstanding claims to fame is that James Thurber, whose cartoons appeared frequently in the *New Yorker* magazine, drew a number of his artistic works on the walls of the establishment.

Costello, to retain the atmosphere of his former location, has had the wall panels that contained Thurber's drawings removed and installed in his present establishment. The one improvement will be the air conditioning.

Charles E. Kiser, of the air conditioning division of the Owners and Tenants firm, reports that the company counts among its recent installations air conditioning for The Burlington Mills, Young & Rubicam, Adelaar Bros., Townley Frocks, Inc., executive offices of the Dressmakers Union ILGWU, Mooney's Inc., Congregation Shaare Zedek, and Adams & Co. Real Estate, Inc.

Vicksburg Service Firm Set Up

VICKSBURG, Miss.—Vicksburg Refrigeration opened its doors for business at 609 South St., recently. The firm will specialize in refrigeration and air conditioning service.

FREE—Your Copy of the 1949

AUTOMATIC CATALOG
AUTOMATIC'S new 164 page WHOLESALE Catalog is now off the press—yours on request! And, with it, you get our free price service, if you desire it. Write for your copy of the catalog now, on your business letterhead.

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Maintaining Evaporative Condensers

Simulated Tropical Conditions
Encourage Corrosion, Clogging

INDIANAPOLIS—"In selecting an evaporative condenser, first determine the head pressure desired on the system, and then consider the factors of (1) design wet-bulb temperature for the area, (2) condensing pressure, (3) load, and (4) suction temperature."

So advised David Zipser, chief engineer of Bush Mfg. Co., in a discussion of evaporative condensers given at the second annual convention of the Hoosier State RSES association held here recently.

All these factors must be considered in selecting an "evap," as Zipser referred to it, because one rated nominally at "50 tons" could be used on systems "ranging anywhere from 20 to 80 tons capacity, depending on the conditions," he said.

"Use of the evaporative condenser is a comparatively recent development in refrigeration, and it came about for several reasons.

"First and primary reason for using an 'evap' is to save water," he explained. "Many cities are introducing legislation to conserve water, and there are many cities where you cannot use water-cooled condensers on systems over 2 hp.

AIR-COOLED UNITS RUN AT HIGHER TEMPERATURES

"Air-cooled condensers are limited in capacity," Zipser said. "They must operate at 10° or 20° or 30° higher than the ambient, and under hot conditions the head pressure gets extremely high.

Fiberglas Booklet Gives Data on Duct Insulation

TOLEDO—"Fiberglas Duct Insulations," a new 12-page publication containing design data for the application of Fiberglas duct insulating materials, is now available from Owens-Corning Fiberglas Corp. here. Properties of the materials are described and a two-page, illustrated section provides a detailed description of field application procedure.

Ringhaver Heads Tinnerman's Western New York Division

CLEVELAND—Establishment of a western New York sales division with headquarters in Rochester was announced recently by H. R. Russell, general sales manager of Tinnerman Products, Inc., manufacturer of Speed Nuts, Speed Clips, and Speed Clamps.

Russell also announced that Chris Ringhaver, who has served for three years in Tinnerman's Cincinnati district office, has been named sales manager of the new district.

Detroit ASRE To Hear Ammel On Dehydration, Evacuation

DETROIT—"Dehydration and Evacuation" will be discussed by T. J. Ammel of Nash-Kelvinator Corp. before the Detroit section of the American Society of Refrigerating Engineers at the Rackham building at 7:45 p.m., Monday, Nov. 7.

"This means much heavier motor loads, more heat losses, greater friction, dropping off of efficiency, and higher operating costs.

"Thus water cooling must be used to condense the hot refrigerant gas. Generally," Zipser declared, "from 2 to 4 gal. per minute per ton of refrigerant is usually advisable in a water-cooled condensing unit. For a 50-ton system this means a tremendous amount of water.

"Not only is there often a problem to obtain water but in many places there is a problem of disposal because sewage systems are limited in capacity.

"There are two methods of conserving water—the evaporative condenser and the cooling tower. Both of them," he explained, utilize the heat-absorption available when water evaporates. This is about 1,000 B.t.u. per lb. compared with about 10 or 15 B.t.u. per lb. ordinarily."

Describing the operation of an "evap," Zipser said that "the refrigerant to be condensed is circulated through a coil—usually a bare tube coil—over which is sprayed by means of a pump and nozzles a large amount of water. Ambient air blows across the coil.

"The heat in the refrigerant gas is transferred first to the walls of the tube and from the tube to the water, the water being cooled by evaporation in the air stream.

"Theoretically, the amount of water used is 1½ to 2 gals. per hour per ton of refrigeration, compared to the 2 to 4 g.p.m. required per ton in a straight water-cooled condenser.

"This represents approximately 2% to 3% of the water used in a water-cooled unit, but we also have to use 'bleed' water or fresh water.

"All water contains solid material which is left behind when the water evaporates, and while the solids present are measured in parts per million they would plug up an evaporative condenser over a period of several months or years," Zipser warned.

"The amount of bleed needed to remove these solids will vary with the hardness of the water, running from one half to four times as much as the water used up in evaporation.

"From a purely practical point of view, the refrigeration user can save considerable money by using an evaporative condenser to cut the consumption of water and the sizes of water mains and waste systems required.

"Designs of 'evaps' that most manufacturers use are pretty well standardized as to the amount of surface, water, and air needed, and theoretically the amount of air and surface are fixed."

SHORT LINES CUT COSTS

In locating evaporative condensers, Zipser suggested that they be "as close as possible to the condensing unit because the major expense of installation is the running of lines."

"Evaps" can be located indoors or outdoors, and if inside, they can be used for some ventilation purposes during summer, he said.

Such an installation, he cautioned, would mean that the evaporative condenser would exhaust heated air during the winter, so in such circum-

stances it should be closed off during the winter.

"Proper maintenance of an evaporative condenser cannot be stressed too much," he also emphasized. "The atmosphere in an 'evap' corresponds to the worst tropical conditions of high heat and humidity.

"Ideally, evaporative condensers should be constructed of stainless steel, but that would be too expensive, so the material used is as resistant as possible," Zipser commented.

Maintenance on the water-circulating pump of an "evap" is especially important, he added.

DIRT CLOGS STRAINER

"All pumps in evaporative condensers are fitted with inlet strainers to keep dirt from getting into the pump, and these have to be periodically cleaned.

"On service complaints with 'evaps' first check the strainer in the pump. It may be clogged up."

In hard-water areas scale formations inside an evaporative condenser can also be quite a problem, he said, suggesting that under these circumstances advice be sought from water-treatment engineers.

Regular maintenance on an "evap" calls for a thorough cleaning, flushing out of the sump tank, removal and cleaning of spray nozzles, plus cleaning and repainting of the exterior of the unit, he advised.

"If the 'evap' is not used over the winter, the pump should be cleaned and filled with oil. Motors, of course, will require the usual attention to oiling, etc."

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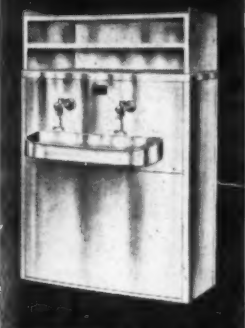
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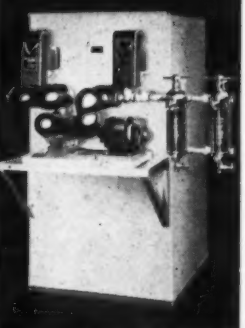
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Sales Training Forum

National Cash Register Co. and Frigidaire Outline Their Hiring and Sales Training Techniques for ACRMA Group

By Phil B. Redeker

DAYTON—The "why" "what" and "how" of sales training was thoroughly aired in the Sales Training Forum held here Oct. 19 under the sponsorship of the Air Conditioning & Refrigeration Machinery Association.

Two formal presentations were made with Ewing Stumm, Director of Sales Training, National Cash Register Co., outlining "The Selection, Training, and Supervision of Sales Personnel, as Practiced by National Cash Register Co. (the organization in which specialty selling and sales training were born); and E. C. Lewis, assistant manager, sales training, Frigidaire, bringing to the group the story of "Frigidaire's Sales Training Procedure."

In question-and-answer and open discussion periods many of the others attending the forum contributed further to the general subject, and a pleasant interlude was provided by a trip to "Sugar Camp", NCR's Sales Training Center.

Since the end of the War, the selection of salesmen has been conducted on a semi-scientific basis, the NCR official said, but millions of dollars are still being lost by industry because of the high rate of employee turnover and the failure of management to select personnel properly.

A recent survey of a number of companies showed that of 1,100 college graduates employed, 42% had proved unsatisfactory.

"The reason for the failure," Stumm related, "is to be found in the type of management that gives the applicant a brief, brusque interview or goes to the other extreme of going for a lot of psychological quackery without any true method of evaluation or application to the company's particular business."

Finding the Salesmen

What then, are the steps to improving techniques for the selection of salesmen?

(1) Follow some simple but fundamental rules. Don't hire a man "just to fill a spot." If you have jobs that require different kinds of men to contact different kinds of prospects, don't use the same kind of hiring techniques or hire the same kind of men for both jobs.

(2) To find candidates for a job that is open, National Cash Register advises its branch managers to use a variety of methods. Among these Stumm emphasized promotion from the ranks, personal contacts, business acquaintances, placement agencies, recent college graduates. Newspaper advertising must often be used to attract candidates for a job, but Stumm is of the belief that it is best to use the other sources first.

Newspapers, Placement Agencies

Newspapers may bring in a lot of applicants, but many of them are of the "floater" type and a great deal of screening is required. It is probably desirable to have those answering newspaper advertisements write in instead of coming in for a personal interview. This makes possible some preliminary screening.

Placement agencies should be used with some caution. If a decision is made to use such agencies, it is good policy to consult with the agency at some length about the type of men that are and aren't desirable from the company's point of view.

"Selection tools" in hiring a new salesman include the following:

- Application blank.
- Interviews.

- Aptitude tests.
- Personal history check.
- Physical checkup.
- Check with former employers.

The application blank should be designed to afford as much factual information as it is possible to obtain, but Stumm says, "the important thing is the way the hiring executive interprets the answers."

Questions on Application Blank

The blank designed for use by the National Cash Register branch managers goes into the candidate's personal history pretty thoroughly, for some reasons which the company has found to be pretty important.

For example, it asks if the man is single, married, separated from wife, or divorced. If the man has been divorced, it is further asked who got the divorce, and if alimony payments are being made. Experience has proven, the speaker said, that many men who are separated from their wives or who have been divorced recently are mentally upset and often incapable of concentrating on their job.

Another question asks "do you live with your parents or other relatives?" If the answer is "yes" the applicant is checked closely, as suspicion is placed upon his sense of responsibility.

Does the Wife Work?

Also asked is the question "does your wife work" and if so "how long has she been working" and "does she plan to continue working?" There may be many good reasons for a wife working, but in some instances it can mean a lack of responsibility or ability on the part of the man.

Questions relating to the individual's educational background relate not only to the extent of the education and type of marks received, but also as to participation in athletics and other extra-curricular activities that would indicate some measure of leadership.

One question is phrased to find out if the applicant worked and helped to pay his way while he was in high school and college.

"The hardest thing to find out about an applicant is the matter of 'will he work,'" Stumm declared. "If a man worked during his schooling it isn't necessarily a positive indication that he is a 'worker,' but it shows that he had some taste of it and was willing to do some extra-hours work to further his education."

The question "what are your hobbies or main form of recreation" is one that is generally found on application blanks but many employers pass it over lightly. This is a mistake, Stumm believes, because a closer investigation into a man's hobbies and recreation may reveal much about his character, and also what he is looking for in life, which in many cases may not be the life of a salesman.

The Aptitude Test

Aptitude tests should reveal as much as possible about the abilities and attitudes of a salesman applicant, disclose his thinking about people, the type of work he wants to do and is best fitted for.

The aptitude test is a special tool and is usually conducted by some outside agency when it is used. The speaker warned that employers should insist on seeing that it is tailored to their own particular needs as much as possible, and not to consider it as a completely reliable index to a man's potentialities, but only as another tool.

On the matter of the physical checkup, it is best to have the examination made by a physician other than the applicant's family doctor, who might be inclined to "overlook" some possible defects that would have a bearing on his fitness for the job.

The "personal history report" should provide information on financial stability, character, and what acquaintances and neighbors think of the applicant. Some retail credit agencies oftentimes are used on this phase of the investigation, but sometimes the employer may find it to his advantage to take the initiative and do some investigating of his own.

The National Cash Register Co.

director of training related a "case history" of an applicant who was rejected, to illustrate the importance of the "personal history" phase in selecting a prospective salesman.

A 'Case History'

"The applicant had an engineering education and was engaged in a technical job prior to the War," Stumm related. "He had a good army record, showed financial stability, and checked out all right on the physical checkup."

"Following the war he had taken a sales job because he said that he had wanted to get into sales work rather than to go back to the technical work he'd been in prior to the war."

"His aptitude test indicated considerable variations in moods, and a lack of goals, and this tended to put a question mark on him, although it wouldn't necessarily be a decisive factor."

"But, in the personal history report came this—'neighbors don't think he has a job because he's around the house so much.' If he had been employed as a salesman and then was home so much neighbors thought he wasn't working, he certainly wasn't cut out for a sales job with us."

Check with Former Employers

A final tool in judging the applicant is the check with former employers. In this step Stumm urged personal contact, either in person or by telephone, rather than by letter or questionnaire, because of the inclination of former employers to go on the written record as saying anything bad about former employees.

"I know a successful restaurant operator who will long distance a former employer anywhere in the country to check on a waitress he is considering hiring," Stumm said, "and if it's worthwhile doing that in hiring a waitress, it is certainly worthwhile to try to get a personal checkup on a salesman."

These then, are the tools that the prospective employer of a salesman can use in making his selection of a sales force. But what of training them?

The Training Setup

"Sales training must be a continuous process," Stumm declared, "and one of our mottoes is 'An NCR salesman never graduates.'"

When the NCR branch manager hires a man that man becomes a "student salesman" and is considered such for a year. (That is, if he stays that long, the branch manager being under no compulsion to keep him for an entire year).

"The student salesman must certainly produce within a year, but we don't expect too much in the way of production," Stumm explained.

The beginner is put through a course of primary field training. Sub-

Forum Hears of Training Programs Now In Operation



The type of "classroom" and easel-type table charts which Frigidaire is using in its "training in the field" sales training programs is demonstrated at the ACRMA sales training forum by E. C. Lewis, assistant manager of sales training for Frigidaire.



Ewing Stumm, director of sales training for National Cash Register Co., which has possibly the most famous sales training program in the country, drives home a point in his talk before the forum.

jects covered include history and background of the company, evolution of the company's products, evolution of company-recommended sales methods.

It also covers the analysis of prospects' businesses, study of system weaknesses in the prospects' businesses, and a study of basic accounting practices.

Actual selling techniques also come in for a share of the training, with instruction given on approaches, demonstrations, use of advertising material and visual aids, and canvassing operations.

The student salesman will also spend at least one week working in the service department, to learn something about that phase of the business, and also to familiarize himself with older models in the company's line.

How Many Lessons

The "student" gets two lesson assignments a week, and then must show what he has learned through a questionnaire type of test. The test papers are forwarded to the company headquarters, where they are graded and recorded, and then returned to him for his guidance.

Beginning salesmen are kept in the branch office for the first 30 days of their employment. After that they spend 3 days a week in the field, and 2 in the office. In the field they will do some cold canvassing, work with experienced salesmen, and assist in the installation of the company's products.

The following breakdown of the

number of lessons given the "student salesman" on each subject covered is indicative of the importance placed on the various subjects:

No. of Lessons	Subject
9	Sales Manual
9	Slide Film Presentations
12	Sales Folio
7	Better Retailing
10	Advertising Material
1	U. S. Price List
1	Supply Price List
2	Historical
1	Service
1	Office Procedures

"We will include instruction in a 'verbatim' sales talk," Stumm explained, "although we don't expect it to be used as such. But it is one of our oldest sales tools, and it is a good training device because it puts selling words in a man's mind and on his tongue."

The Canned Sales Talk

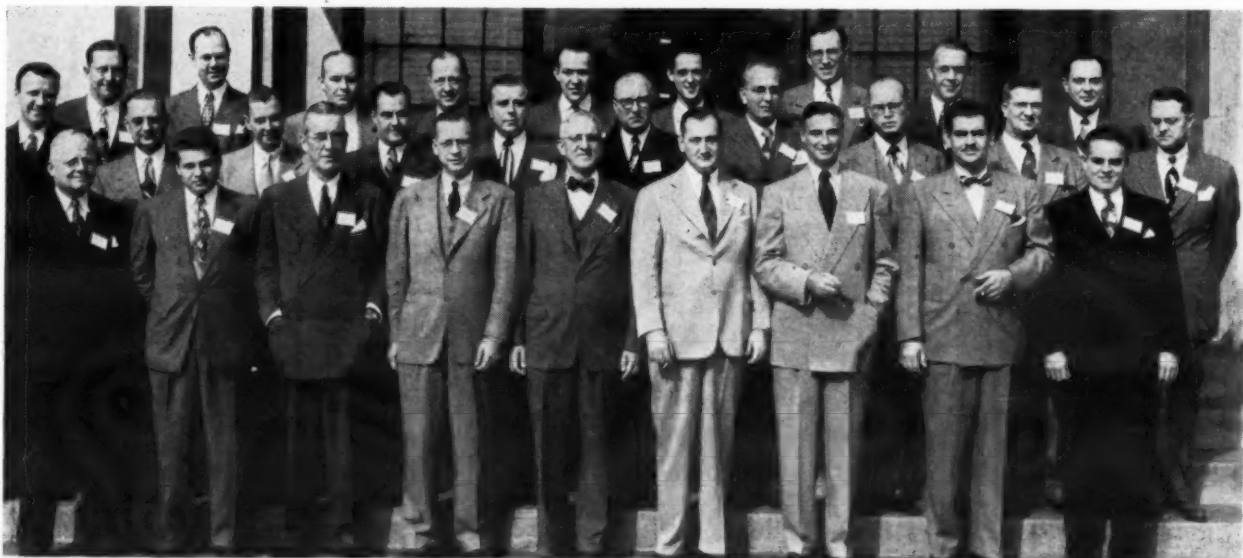
The origin of the verbatim or "canned" sales talk in the NCR organization is an interesting story. John H. Patterson, founder of the company and famed as the "father of specialty selling" asked Joseph H. Crane, the company's leading salesman, how he sold so many cash registers. Crane answered by saying "I have built up a selling talk."

"How did you happen to do this?" Patterson asked.

Said Crane: "One day I had my machines in a hotel room. Three prospects came in but I failed to make a sale. Then I began to think."

(Continued on next page)

Industry Executives Attend ACRMA Forum on Sales Training



Front row (l. to r.) Ewing Stumm, National Cash Register Co.; H. W. Smith, Acme Industries; W. F. Bishop, Worthington Pump & Machinery Corp.; M. M. Lawler, Worthington; C. C. Smith, Frick Co.; A. M. Brown, Anheuser-Busch, Inc.; Malcolm Bard, Chrysler-Airtemp; H. G. Williams, Fedders-Quigan Corp.; John R. Hertzler, York Corp.

Second row (l. to r.) W. C. Hillen, Carrier Corp.; E. G. Bower, Kelvinator; C. U. Spriggs, Carrier Corp.; J. M. Lambert, York Corp.; C. W. Nelson, C. Nelson Mfg. Co.; A. H. Rose, Schaefer, Inc.; E. R. Wiegman, Anheuser-Busch; Phil B. Redeker, Air Conditioning & Refrigeration News; Earl Boyer, Frigidaire; F. A. Mitchell, Fedders-Quigan Corp.

Third row (l. to r.) Henry Schmutz, Kelvinator; S. P. Schrameck, General Electric Co.; E. G. South, Frigidaire; William B. Henderson, ACRMA; W. K. Clarke, Savage Arms Corp.; R. B. English, York Corp.; W. C. Vickery, Worthington; E. C. Lewis, Frigidaire; W. F. Switzer, Frigidaire.

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ACRMA Group Visits a Sales Training 'Camp'



Industry sales and sales training executives who attended the first ACRMA sales training forum pose in front of the assembly hall at Sugar Camp, famed sales training headquarters of the National Cash Register Co. Located on a beautiful wooded hilltop overlooking Dayton, Sugar Camp provides the setting for 4 or 5 weeks concentrated training each summer for "student salesmen" of the NCR organization who qualify for the training.

Sales Training Practices In the Field, and At the Factory, Discussed at Forum

(Continued from preceding page)

I went back over my sales talk with the first prospect and realized that I had overlooked some important points. I put them down on a pad. I did the same thing with the talks to the other prospects, and I had a complete selling talk. I brought one of the prospects back to the hotel and, using the prepared talk, sold him a register.

"Suppose you try the talk on me," Patterson suggested.

Crane delivered the prepared talk, and when he finished, Patterson remarked:

"That talk would induce me to buy a cash register."

Then he had an inspiration—he induced Crane to give the talk to Frank Patterson, his brother and partner in the firm, while a stenographer—unknown to Crane—took notes on it while hidden behind a screen. And thus the "canned" sales talk was born.

Factory School at Camp

After the "student salesman" completes his course of training under the supervision of the branch manager, and it is determined that he is a likely candidate to stay on with the company, he goes to the famed "Sugar Camp" training school in Dayton.

Sugar Camp is located on a beautiful, wooded hilltop just outside of Dayton, overlooking the whole city at a distance, and overlooking directly the vast NCR plants and recreational park. The view itself is a "morale builder" for those attending the camp.

Trainees are housed four to a cottage in 60 cottages. Classrooms, auditorium, and dining hall are completely furnished, and some are air conditioned. Complete recreational facilities are provided, including a swimming pool.

Here, from early June until the middle of September, come the selected trainees for a 4 or 5 weeks training period (length of time depending upon the kind of equipment they specialize in). All of their traveling expenses to and from the camp are paid by the company, and also their living expenses while at the camp, including cleaning and pressing of their clothes.

Classes start at 8 a.m. and continue through until 5 p.m., with short recesses at every hour and a long recess period in the afternoon. Two nights a week classes or a general assembly to occupy the men.

Study Prospect's Business

In the Sugar Camp courses the emphasis is on a study of the businesses that are prospects for NCR's equipment. The businesses studied are those which make up 80% of the sales potential. Students learn about how such businesses operate, who owns and operates them, how many operate at a profit, what average profit and loss statements for the various businesses look like.

"Too many salesmen have knowledge only of their own operation, not of the types of business to whom they

are trying to sell," Stumm expounded. "I believe it is all-important to the refrigeration and air conditioning field that their salesmen should know about how their prospect's business operates."

"As an example of the kind of studies made, we have some very fine surveys on the soda fountain business. We know that food costs in a soda fountain operation should not go over 50% if the operation is to be profitable. When your salesmen are armed with that kind of information about the prospect's business, they have a much better chance to tell their story."

From the story about the prospect's business, it is easy to lead into training on what the company's product can do for the prospect. Films are used rather extensively in this part of the training, and these same films are also used in actual sales work in the field.

After the NCR sales training director had concluded his discussion the ACRMA members were invited to ask questions relating to his talk.

One of the first questions asked was whether or not there was any formula for "weighing" or "grading" the application blank. There is no such formula, Stumm answered, stating that each application must be "weighed" individually on the basis of past experience.

Tell What Job Is About

"An all-important part of the interview," the director of training said, "is to tell the man what the job is about. Find out what he wants to do, but also let him know what he's going to have to do on the job."

"I recall a college student who was applying for a job, stating that he thought it would be the type of work in which he would really be interested. So I told him how he would have to start out canvassing, talking to and being rebuffed by shoe shine parlor and fruit stand operators, and he said 'why I didn't get a college education to talk to such mental Lilliputians. I didn't know the job was anything like that.'"

NCR regularly has 20 sales training instructors on its staff, in addition to the sales training director and assistants. The sales training staff carries out all training and preparation of training materials, even to the making of slide films.

The sales training instructors are composed of men with actual field experience, some even being former branch managers.

How is it that such high caliber men will work as training instructors? It's because the executives of the company see to it that a sales training instructor's job is a stepping stone to a good executive sales position in the company.

When not at Sugar Camp, the instructors hold meetings at the branches, and also work out in the field with the individual salesmen, although Stumm says that this is done rather gingerly, as it has been found that sometimes both the salesman and the prospect resent the "factory" expert being along on a selling junket.

Frigidaire's Program on Sales Training

Some of the specific problems of sales training in the refrigeration and air conditioning industry were pointed up by E. C. Lewis, Frigidaire assistant manager of sales training.

The Frigidaire field organization is comprised of 43 district offices, 9,500 dealers, and some 30,000 salesmen. There are manifold variations in sizes and types of dealers, and also in the kind of selling carried out by the salesmen, because of the wide variety of products which Frigidaire makes and distributes.

Product developments postwar marked by a greatly increased emphasis on "packaged" products shifted the emphasis in sales training of commercial refrigeration and air conditioning salesmen from the "sales engineering" type of training to straight selling procedures.

One of the first things the sales training executives decided to do was to bring into the factory a sizable cross section of commercial refrigeration and air conditioning salesmen primarily to train them, but also to find out what they needed in the way of sales training, and to test certain training techniques.

More than 800 members of the field organization attended 13 schools of this nature conducted at the Frigidaire headquarters in Dayton in 1948. Those brought in included both dealers and salesmen, a mixture of newcomers and old-timers in the Frigidaire organization.

Schools lasted for two weeks, with classes from 8:30 in the morning until 5 in the afternoon, with recess periods, of course. Covered in the course were such things as "re-

indoctrination" in Frigidaire products and plans, fundamentals of commercial refrigeration and air conditioning, plant trips, and sales application problems.

Class participation was another feature of the school, with the attendees assigned to make individual demonstrations, or groups of six working together to prepare and demonstrate a typical planned sale, covering such points as getting prospects, making a product demonstration, and closing the sale.

"One of the big added benefits we got out of this school at the factory was in getting our own factory sales force trained in talking about selling and our products," Lewis related. "Twenty-two instructors from our factory executive staff participated in the school."

"Other benefits which were more or less unplanned was the frank exchange of ideas between the newcomers and the old-timers, and the creation of a better understanding between the factory and the field organization."

Present Field Training Setup

This type of "bring-them-into-the-factory" general training setup is giving way in Frigidaire's current plans of concentrating its sales training in the field.

This sales training activity is broken up into two main parts—(1) the market, product, how to apply the products; and (2) how to get the order, which is covered in a "Professional Salesmanship" course.

That part of the training which covers market and products is con-

ducted by means of easel charts and slide films. The charts come in two sizes, a large one that is used with the slides for group instruction, and a smaller one that is designed for use in instructing one or two individuals. The smaller chart makes ingenious use of the back or "flip-over" side as a guide to the person conducting the training.

Slide films, charts, and sample presentations offer intensive instruction on such subjects as the value of demonstrations, tips on memorizing, suggestions on how to dress, correct speech, and proper personal manners.

A Formula for 'Closing'

Considerable emphasis is placed in this course on "closing" the sale, and Frigidaire has prepared a slide film on the subject of closing which pounds home all the known strategy of the closing effort.

It covers such subjects as—Tipoffs by the prospect that disclose he is ready to be closed.

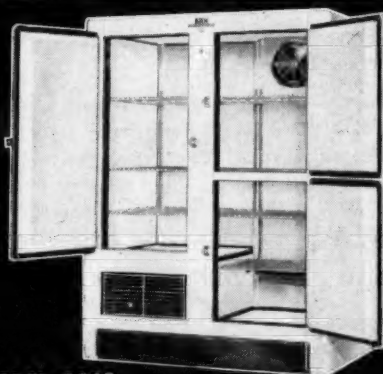
Feelers to be used by the salesman—proper time to get out the order book.

How to put the question—don't make it easy for the prospect to say "no" by using a direct question. Use the "do you want it installed now or later, do you want to pay cash or terms" type of approach, always assuming the prospect's consent.

Getting the order on the condition that some further requirement is fulfilled.

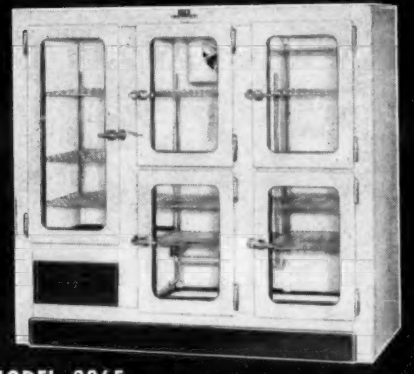
Techniques of turning objections into a close.

Checking off the five main decisions that must be made by the prospect (Concluded on page 21)



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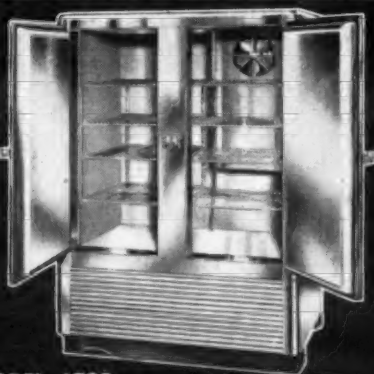
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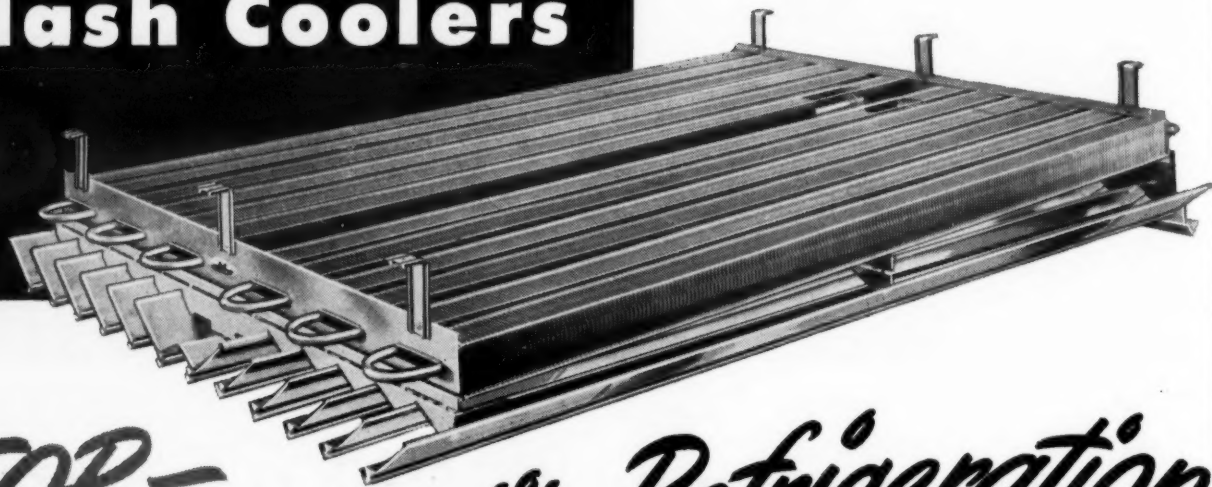


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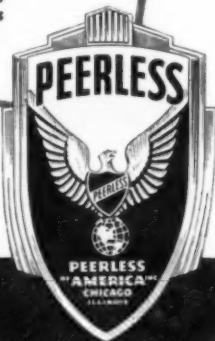


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'Death and Taxes' Can Be Synonymous

TAX laws have been designed to raise as much revenue as possible for immediate hand-outs to the Gimme Groups. Much less attention has been paid to the long-run effects of income tax provisions. Tax provisions that work against the preservation of jobs and the prosperity of business should be corrected, obviously.

At least three provisions of the income tax law should be changed before more permanent damage is done. The first is the penalty on the "unreasonable accumulation of earnings." So many smaller corporations have found it difficult or impossible to sell stock in their enterprises that they should retain nearly all of their earnings for replacement, improvements, and expansion, instead of paying out dividends.

The Bureau of Internal Revenue insists that a corporation should distribute 70 per cent of its earnings or give good reasons why it doesn't. As a result, investments in cost-cutting machinery and promotion for the future are postponed in order to distribute more dividends than the officers and directors honestly think is wise. "Damn the torpedoes—full speed ahead" policies may not only cost the corporation the severe penalty of Section 102; it may also subject the directors individually to damage suits brought by stockholders and possibly to adverse judgments.

Big corporations have little fear from Section 102, for they either can show pressing needs for ploughed-back profits, or they already have plenty of money in the bank. The penalty is more apt to be asserted against smaller enterprises which are trying to grow; and against enterprises whose stock is closely held. Small business is generally forced to produce and to accumulate its own capital.

The Bureau of Internal Revenue also imposes a rigid and niggardly policy on depreciation. Replacement costs today are far above the original or tax cost of depreciable items. For obvious reasons, the damaging effects are more serious to small corporations than to large.

Reluctance of British business firms to replace obsolete machinery and to promote new business is directly attributable to the absence of adequate depreciation provisions in the British income tax laws. Certainly, we do not want to drift into similar stagnation over here.

In the long run the Treasury would not lose if businessmen were free to establish their own depreciation rates on all assets having a life of more than, say, five years. The Commissioner of Internal Revenue should ask his agents to observe the wording of the present law: "a reasonable allowance for the exhaustion, wear and tear including a reasonable allowance for obsolescence." Note that word: *reasonable*. The American policy of replacing old machines with improved new machines should be facilitated, not hindered.

Enterprises also suffer double taxation of their corporate dividends, while we have only a single tax on salary income, on bond interest, or on other forms of income. Certainly there is no fairness in taxing one form of income twice while all others bear only one tax. By a double tax we discourage the flow of funds into business expansion, and particularly into the equity securities of small enterprises. Nearly all responsible organizations and writers have advocated that this double tax be eliminated, but the reform has not yet been accomplished. Such unjust taxes hinder the nation's growth by damning the flow of capital into presently small enterprises as well as promising new ones.

WHOLESALE DISPLAYS MAKE BIG DIFFERENCE

1. Data from Counter Display Dial Aids Patrons In Proper Tubing Selection



DETROIT—A new type of counter display, developed by Wolverine Tube Div. of Calumet & Hecla Consolidated Copper Co. in collaboration with its agency, Charles M. Gray & Associates, is making its appearance among refrigeration wholesalers and plumbing wholesalers.

It consists of a mammoth dial which can be rotated and positioned to give the spectator a quick picture of the physical characteristics of any copper refrigeration or water tube in which he may be interested. By setting the dial reading at the top of the display to the desired tube size, the customer or prospective customer can immediately see through the cut out openings the related information that will enable him to select quickly the particular tube he may want.

Information pertaining to copper refrigeration tube is provided in the opening on the left side, conveniently given in six columns under the following headings: wall thickness, lbs. per coil, number of coils in standard

package, length and form, temper, and specifications.

Through the window opening on the right side of the display the spectator can gain information relative to copper water tube. With the exception of one, all column headings on both sides of the display are the same. One column stipulates "lbs. per foot" in place of "lbs. per coil."

This opening also has three horizontal readings referring to Types K, L, and M.

The entire card, lithographed in red and black, measures 18 in. wide and 22 in. high, including a wooden base in which the card is inserted to give it vertical support.

It is the third and last unit in the 1949 series of displays helping the company's wholesaler distribution pattern.

The initial display, which appeared early in the year, was designed to direct attention to the new package which was launched at that time by Wolverine to introduce a new plan of merchandising the company's seamless non-ferrous tube.

This display consisted of an actual package having a large hole cut in the middle. The hole, however, was covered by a disc fastened at the top with a pin. A small printed sticker alongside the disc invited curious persons to push aside the suspended disc and look inside where they could view samples of both refrigeration and water tube with appropriate selling messages.

The second counter display was a cut-out card, silk-screened to represent the new package. The white spaces within the circles (characterizing the new package design) were utilized to carry phrases pointing up the features of Wolverine tubing and the organization manufacturing it.

2. Hiring High School Boys To Keep Racks Clean Increases Display Effectiveness

DAYTON—Bringing your products out on display where they can be seen by your customers is as important for the refrigeration parts wholesaler as for the operator of any other type of business, according to John Homan, who heads up Allied Supply Co., Inc. here.

And this doesn't necessarily have to be done by setting up a self-service type of operation, he believes.

A quick glance at the large store maintained by Allied here would give the impression that this is a self-serve arrangement. The counter extends across the rear of the spacious display area and running lengthwise of the store in front are four large racks filled with all types of replacement parts, fittings, tools, etc.

"But we aren't running a strictly self-serve business," Homan is quick to point out. "We're merely trying to bring the merchandise out where customers can see it."

Even the push-cart (as used in supermarkets) on the floor in the display room, which would certainly give the unwary visitor the impression that this is strictly self-serve, actually is employed by Allied to fill mail and phone orders.

"The clerk merely wheels it up and down the display racks to assemble the items for the orders," Homan explains.

That displaying the merchandise will increase sales is nothing new, although it may sometimes be overlooked. But along with the advantages it offers, it does present a problem that is of relatively little importance when the stock bins are more or less hidden from the customers.

"It's very important that the displays be kept clean," Homan emphasizes. "Displays that are dusty or dirty aren't effective. You might as well have the stuff in the stockroom."

"How do we keep our displays clean? Well, we have a couple of high school boys come in after school and on Saturdays to do this. It's not too expensive, either. We pay them 75 or 80 cents an hour for the job."

"When we first started out with this [he enlarged his store about two years ago] we had a cleaning woman come in, but this wasn't very satisfactory. The boys do a good job,

however, and during the summer they work full time, partly keeping the place clean and also helping out on orders.

"Having these boys for the cleaning is also a good way to develop regular employees," he added. "In the course of cleaning up the displays, they learn quite a bit about the merchandise and the business and should fit into a regular job rather easily."

MOBILE HOME

Ford 'House on Wheels' Has Refrigerator, Kitchenette

DETROIT—For the small family that is going places, the Ford Motor Co. has designed a three room apartment on wheels, complete with refrigerator, kitchenette, and galley stove.

The company recently announced its new type of "house-on-wheels," called the tour wagon, and said it would be available soon.

A special body, made by the Boyertown Body & Equipment Co. of Boyertown, Pa., will be mounted on a Ford parcel delivery truck chassis. Interior dimensions of the apartment will be 71 in. in height, 74 in. in width, and 180 in. in length.

The company claims it will require no more room to park than a large passenger car. The steering gear is mounted ahead of the front axle to provide additional space for storage and passengers.

In addition to the refrigerator and kitchen equipment, the tour wagon will contain bunk space for two, a lavatory, shower bath tank, and armchair seats.

The high body will permit off the road travel. No price was announced.

Pineville Store Handles I-H

PINEVILLE, La.—Pineville Tire and Appliance Store, 828 Main St., recently announced that International Harvester refrigerators and home freezers are now handled by the firm.

G-E Air Conditioning Dept. Appoints 2 to Key Posts

O'Neil Manages Water Cooler Plant

BOWLING GREEN, Ky.—William O'Neil, Jr. has been appointed plant manager of the Bowling Green, Ky. water cooler plant of the General Electric Co.'s air conditioning department, it was announced recently by F. J. Van Poppelen, who is manager of manufacturing of the department.

Prior to his appointment, O'Neil was supervisor of the personnel and wage rates section of the Winter St. plant, Fort Wayne, Ind. From 1947 to March, 1949, the newly appointed plant manager served as staff assistant to the plant manager of the Fort Wayne plant.

Since joining General Electric in 1930, he has held various positions in planning and wage rate sections of the company's Erie, Schenectady, and Fort Wayne works.

New Tulsa Appliance Store Stresses Servicing Angle

TULSA, Okla.—The J. B. Daniels Appliance Co., 524 S. Main St. here, has opened a second and larger store at 116 E. Second St.

J. B. Daniels, head of the firm, has recently completed an "oversize" service department, which guarantees maintenance on all appliance lines carried by the store.

Concurrently, he placed J. G. Daniels, his son, in charge of the downtown store.



Wm. O'Neil, Jr.

D. M. Rush

Rush Is Mfg. Div. Materials Engineer

BLOOMFIELD, N. J.—David M. Rush has been appointed materials engineer of the manufacturing division of the General Electric Co.'s air conditioning department, reports F. J. Van Poppelen, who is manager of manufacturing of the department.

Rush's responsibilities include direction of purchasing, production and inventory control, and traffic and warehousing functions.

Prior to his appointment, he was engaged in special assignment work, serving as a member of the staff of the manager of manufacturing at G-E.

Before joining General Electric, he was central planning manager of the General Aniline & Film Corp., Binghamton, N. Y.

Al Gatz Establishes Service Sales Co., Chicago Parts Firm

CHICAGO—Al Gatz, who severed his connections with Service Parts Co. of Melrose Park, Ill. last July, has announced that he now owns and operates the Service Sales Co. here.

He is located at 4204-06 N. Lincoln Ave. and does business as a wholesaler in refrigeration, air conditioning, and heating supplies in the northside and suburban areas of Chicago.

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Be sure to get first-hand preview of all the new developments in A-P Dependable Refrigeration Valves. We promise they'll be the top news at the Show — and in the years ahead.



AUTOMATIC PRODUCTS COMPANY

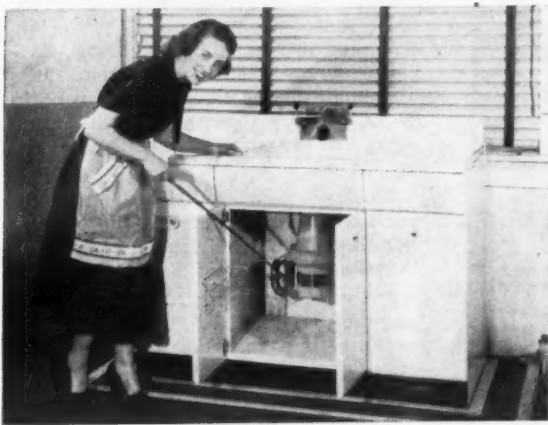
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RECOMMENDED AND INSTALLED BY LEADING REFRIGERATION SERVICE ENGINEERS

What's New

Drive To Offer Sink, Disposer at Lower Price



announced recently by F. F. Duggan, general sales manager of American Central Div., Avco Mfg. Corp.

The campaign, which runs through Nov. 30, offers for this limited time only, the regular deluxe 54-in. American Kitchens sink and American Kitchens disposer, a combination regularly priced at \$279.90, at a total savings of \$99.95 to the consumer, Duggan said.

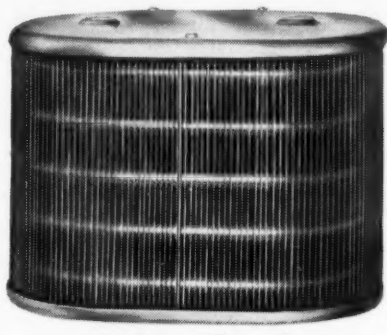
CONNEERSVILLE, Ind.—A combination deluxe sink and garbage disposer campaign, offering both at a suggested retail price of \$179.95, was

Duggan pointed out that American Kitchens dealers can finance the combination sale for the consumer through FHA on a no-down-payment basis.

Betz Back Bar Unit Cools Air Entering and Leaving

HAMMOND, Ind.—The Betz Corp., manufacturer of Filterpure cooling units, has announced a new cooling unit designed for back bars, direct draws, small reach-ins, and other applications requiring a 1/4-hp. compressor.

Selection of an appropriate name is the subject of a \$500 contest now open to all refrigeration and air conditioning dealers, contractors, and



New Betz cooling unit.

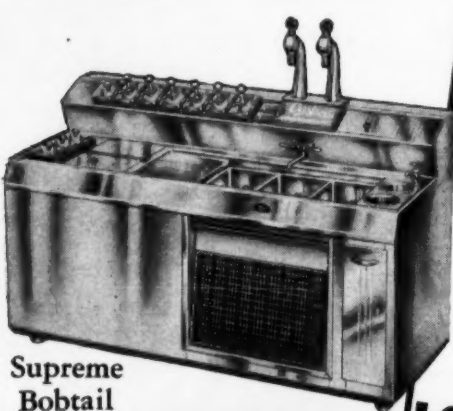
servicemen.

Filterpure engineers claim the unit is a radical departure from conventional design. It is built in two sizes with a basic rating of 85 and 115 B.t.u. per 1° TD.

The air is drawn in through the front part of the coil and deflected by a divider within the unit through each side and rear resulting in a two-way discharge.

Double cooling of the air is effected as it enters and leaves the coil. The air is circulated by a life lubricated motor and fan, and it is built with a drip pan as well as a drain connection.

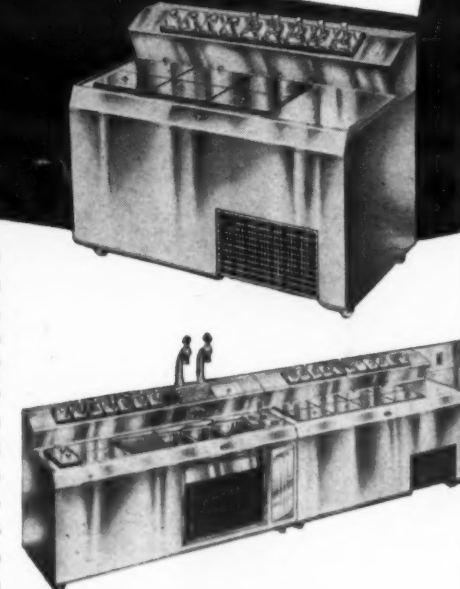
NIAGARA
AEROPASS CONDENSER
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Here is new, modern design in soda fountain equipment—design that gives you greater flexibility, a wider range of equipment to meet the exact needs for every type of fountain installation. Engineered and built by fountain specialists of the finest materials the new Everfrost Unit-Built fountain equipment features completely self-contained independent units which combine into attractive sales-building fountain line-ups. WRITE TODAY FOR COMPLETE INFORMATION ON THIS NEW PROFIT MAKING EQUIPMENT.

MOST
The attractive design and many features included in Everfrost Fountains make Everfrost the MOST profitable line to handle.
LEAST
The sturdy construction and dependable performance built into Everfrost Fountains gives your customers years of trouble-free operation with the LEAST amount of service.
LOWEST
Completely self-contained units and simplified plumbing mean that with Everfrost you can offer your customers the LOWEST possible installation and original investment costs.



A perfect companion to Everfrost Fountains is the Unit-Built Ice Cream Cabinet. Available in a wide range of capacities, each cabinet is complete with a selection of interchangeable syrup pumps and crushed fruit jars.

ANDERSON & WAGNER INC.
8701 South Mettler Street • Los Angeles 3, Calif.



Perfection Makes First Automatic Electric Range

CLEVELAND — Perfection Stove Co. here, a manufacturer of gas and kerosene stoves, has announced its first all-automatic, electric range.

Four innovations are highlighted in the firm's new product. They are:

(1) A unique adjustable lamp which slides up or down, flooding fluorescent light on any desired part of the range top.

(2) A deep-well cooker with an exclusively-designed base, which raises the heating unit, hot or cold, without the use of hooks or tongs. A twist of the wrist is all it takes to lock the unit in place, making it a fourth surface burner.

(3) A warming drawer, placed waist high, with a 1,000-watt, thermostatically-controlled unit, which keeps rolls, biscuits, and other foods from drying out at the same time it keeps them hot.

(4) All-white titanium porcelain enamel oven lining, snap-out rack guides, and seven oven rack positions.

The Perfection electric range is 40 in. wide, 25 1/2 in. deep, and 36 in. high. The splashback extends another 10 in. above the top of the range. Controls are grouped on the high splashback, convenient to the reach of homemakers but out of the way of children.

For surface cooking there are three 1,250-watt units and a giant 2,100-watt unit. Each has seven speed controls, giving each every degree of heat from simmer to fast cooking, with one knob controlling all seven speeds of each unit.

The fully-automatic, waist-high oven has a 3,000-watt broiling unit at the top and a 2,100-watt baking unit at the bottom. The aluminum broiler pan is equipped with a rack of flat rods which double as a trivet for roasting.

Complete deep-well meals may be prepared in the 6-qt. deep-well cooker, which has been equipped with rack, pudding pan, and deep fat fry basket. This cooker may also be operated at seven different speeds.

Two drawers, located below the oven and warming drawer, provide plenty of storage space for pots and pans.

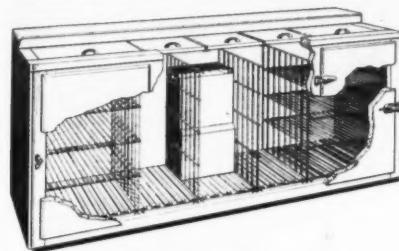
Perfection Stove Co. is now shipping the electric range to dealers all over the United States.

Charging Line Designed of High Tensile Nylon Braid

PORT JERVIS, N. Y.—A new low-priced charging line, constructed of high tensile strength nylon braid has been introduced by the Techniflex Corp. here.

The new line, called "Nylo-Flex," will withstand bursting pressures up to 1,800 lbs. and is nylon dipped for abrasion resistance, the company said.

Assembly design features quick coupling connectors. Nylo-Flex is also available with a 90-degree quick coupler fitting at one end.



'Special Case' Becomes Punxsutawney Co. Regular

PUNXSUTAWNEY, Pa.—A new Beverage-Air dairy model beverage cooler for restaurants and dairy stores was introduced as a standard item recently by the Punxsutawney Co. here.

The company said that it had been making the unit on special order but the large demand for it caused the company to add it to the standard Beverage-Air line.

The DM model is made in two capacities. The DM 94 has 18 cu. ft. of shelf space and room for 20 cases of 12-oz. bottles. It measures 94 in. long, 39 in. high, and 28 in. wide.

The DM 63 has 18 cu. ft. of shelf space and room for eight cases of 12-oz. bottles. It measures 63 in. long, 39 in. high, and 28 in. wide.

The DM is available with either a blower type or gravity cooling coil and can be equipped with 10 to 48-lb. ice makers at little extra cost, according to Punxsutawney. There is a water cooling attachment (50 ft. of coil or instantaneous) on either end.

Cunningham Shows Small Store Frozen Food Cabinet

DETROIT—A frozen food and ice cream display cabinet designed particularly for the small merchant is now being manufactured by Cunningham Products Co. 8790 Grinnell Ave.

The Cunningham cabinets are of 8.3 and 12-cu. ft. capacities and list for \$498 and \$725, respectively.

Of the open, self-service type, these cases are said to be able to hold 0° F. at the top of the cabinet and -20° F. at the bottom. This is accomplished, the company says, by the use of an aluminum evaporator and delivering the refrigerant to the top of the evaporator. The tubing is more than 100 ft. long.

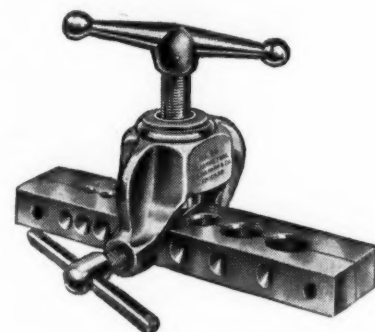
The cabinet is constructed of aluminum throughout, except for the base, which is of steel. It is finished with white Dulux enamel and trimmed with chrome. A price tag moulding is mounted on the front of the superstructure and a set of plastic price tags is furnished.

A fluorescent light is mounted on the inside of the top of the superstructure. This reflects a light on the full width plate glass mirror, provided to reflect light on the food or ice cream in the cabinet. The top is made of natural color aluminum.

Full vision glass wings and front glass are said to deflect heat currents and add materially to the appearance of the cabinet.

The 8-cu. ft. cabinet is divided into three compartments and the 12-cu. ft. unit into four compartments. Four inches of insulation is used.

The smaller cabinet has these dimensions: 48 in. long, 27 in. wide, and 52 in. high including superstructure. Height to the food compartment is 35 in.

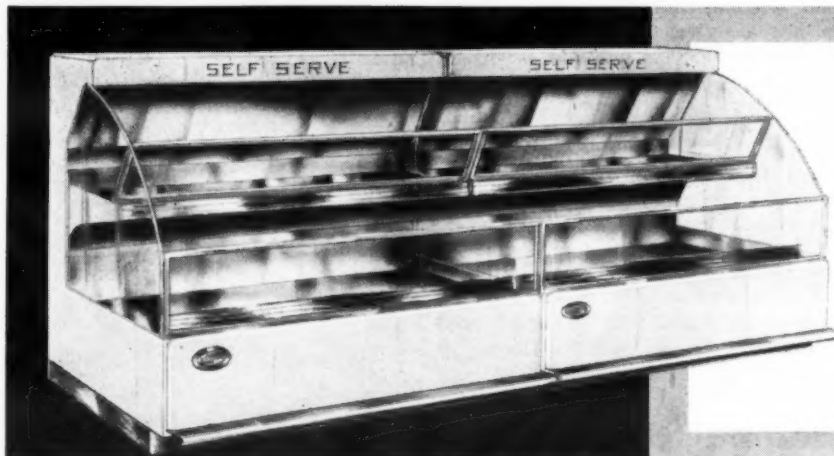


Flaring Tool Automatically Adjusts to Tube's Center

CHICAGO—Introduction of the No. 96 heavy-duty "Self-Centering" flaring tool is announced by the E. Edlmann & Co. here.

Described as a simplified precision tool for flaring copper, aluminum, annealed steel, and other industrial tubing, this instrument will make all tube flares to 1/4 in. inclusive.

The nickel-plated, three-piece unit consists of case hardened steel jaws, with smooth, graduated individual holes which grip tubings of varying diameters without marring. An aluminum bronze vice firmly secures the jaws around the tubing. The patented floating, self-centering spinner automatically produces flares and the handle is designed to afford maximum leverage.



SHERER'S NEW MULTI-DECK CONTINUOUS CASE

The stunning new Sherer Model 2806 open, self-serve, sales-display case exposes more merchandise to shoppers' eyes—and to their reach... and it results in the extra impulse sales which are the big extra-profit makers for food merchants.

You can cash in your food merchant customer's quick response to this money-saving, sales-winning profit maker. See it in Booth 813 at the Atlantic City All-Industry Show November 14-18. Write for complete bulletin and franchise information.



SHERER-GILLET COMPANY

Marshall, Michigan

WRITE FOR BULLETIN AND FRANCHISE INFORMATION

Wholesaler Sales Mgr.



H. A. THIBAUT

Tenney Names H. Thibault To Refrigeration Post

NEWARK, N. J.—Tenney Engineering, Inc. has appointed H. A. Thibault as wholesaler sales manager of refrigeration products manufactured in the Newark, N. J., and Baltimore plants.

Thibault was formerly vice president in charge of sales for American Coils Co., and prior to five years of association with American Coils, he had been associated with Brunner Mfg. Co.

The appointment of Thibault, and an enlarged sales force under his direction, will make it possible to maintain more frequent contact and closer cooperation with the dealers and jobbers handling Tenney products, the company states. Sidney Shapiro will continue to be manager of sales to manufacturers, as formerly.

Two men recently appointed to the sales force are Morris Bloom and Vincent Borrowdale, both of whom have had considerable sales experience in this field.

Short of Hardening, Storage Facilities, Utica Retail Ice Cream Firm Installs Aluminum-Covered Pre-Fab Freeze Cooler

UTICA, N. Y.—At the rear of the main building of King Cole Ice Cream Co. here is the first installation of the new "Metalply" pre-fabricated, sectional freeze cooler developed by the Reco Products Div. of Refrigeration Engineering Corp., Philadelphia.

The company claims that the Metalply sheathing covering all of the individual panels comprising a "Reco-Fab" freezer cooler represents "a revolutionary advance in our industry."

"These panels," it was explained, "are constructed on a 3/4-in. marine-type plywood framework filled with 6, 8, or 10 in. of insulation, depending on the temperature to be maintained. Both sides of the panels are then covered with Metalply, a laminated product consisting of 1/4-in. water-proof plywood to which aluminum has been bonded in a hydraulic press."

The laminated material is said to be "rigid, vaporproof, strong, attractive, and durable."

The King Cole cooler measures 12 ft. by 24 ft. by 8 ft. high and is divided into two compartments by a partition. One compartment is for the storage of ice cream at 35° F., the other for ice cream hardening and storage at -10° F.

'MEDIUM' ROOM COMES FIRST

Entrance into the cooler is gained through a door of the outfitting, or super-freezer type, which leads to the medium temperature compartment. A door in the partition permits entrance into the low-temperature section.

Refrigeration of both compartments is accomplished through the use of "Reco-Pak" packaged systems, which are factory-assembled and tested. They are designed to fit openings provided in two side-wall panels of the cooler.

The condensing unit, which remains on the outside of the box, is covered with a weatherproof shroud. Fully-automatic controls and a distant-reading thermometer and high and low pressure gauges on a panel board are contained in the weatherproof control box of each system.

The medium-temperature compartment of the cooler is refrigerated with a 1-hp. system equipped with a General Electric, "Freon-12" condensing unit. A 3-hp. system, also equipped with a G-E condensing unit, refrigerates the low-temperature area. The systems may be removed at any time for servicing.

A wide variety of prefabricated, sectional zero storage rooms, sub-zero freezing and hardening rooms, freezing tunnels, and medium-temperature storage rooms are available, according to the company. They are said to be insulated to assure efficient operation at temperatures varying from -40 to 50° F.

FACILITIES WERE 'BULGING'

Roy Strohecker, head of King Cole, decided to install the cooler when storage and hardening facilities began to "bulge at the seams." Finding building space limited over a year ago, he had resorted as a temporary measure to the use of a mechanically-refrigerated ice wagon for the storage of mix and several hardening cabinets.

In addition to the cooler, the King Cole retail plant is equipped with three modern continuous freezers. The ice cream is sold principally in pint containers for home consumption. Both soft and hard ice cream are available.

All business is done in supermarket style over an approximately 30-ft. counter from which ice cream is dispensed in cups and in bulk containers. Frozen malteds are also dispensed.

Located at the junction of two main arteries on the outskirts of Utica, the plant draws customers not only from that city but from areas many miles distant. Although the parking lot holds more than 125 cars, the flow of customer and city traffic becomes so great on hot days that a police officer is needed during evening hours. On such days, sales reach 400 to 500 gals.

Reco products reported that it recently supplied a Metalply cooler for a "very large" installation made for Southside Frozen Food Distributors, Petersburg, Va.

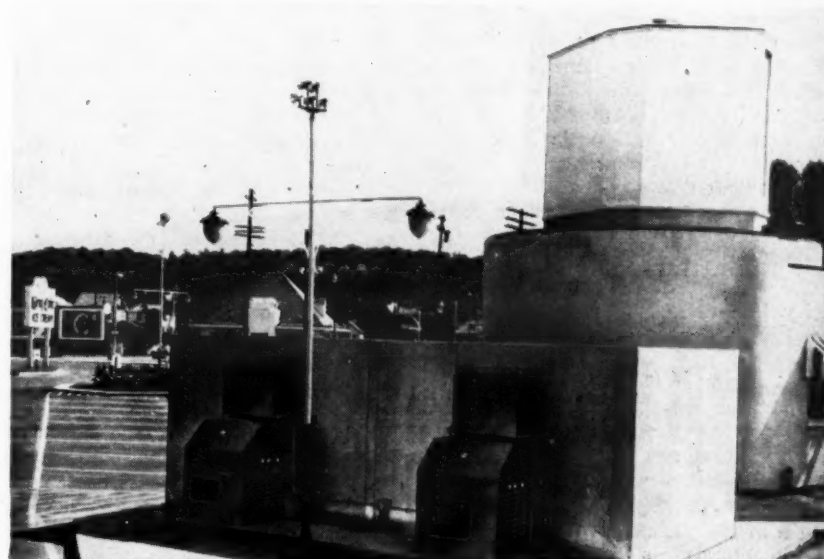
"It is interesting to note," the company added, "that the new Metalply panels comprising the freeze cooler represent a considerable advance over previous designs used in prefabricated structures of this type. This fact is corroborated by extensive tests made by the Quartermaster Corps of the U. S. Army and by the U. S. Plywood Co."

Burroughs To Cool Fla. Bldg.

TAMPA, Fla.—Tampa will get a new air conditioned building to house the Burroughs Adding Machine Co. within the next few months.



GENERAL VIEW: Spacious parking encourages heavy traffic. Cooler is small separated building at right of retail store.



REAR VIEW: 'Metalply' cooler has condensing units outside.

Investigate

GOLD BOND ZEROCEL

THE ANSWER TO YOUR LOW TEMPERATURE INSULATION PROBLEMS

Here are some typical installations in which Zerocel gives top insulation performance at lowest cost!

- Locker plants
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- Freezer rooms
- Walk-in coolers
- Refrigerators
- Frozen food cabinets
- Steel partitions
- Show cases
- Telephone booths
- Truck bodies
- House trailers
- Ovens (industrial)
- Stoves and ranges
- Ships
- Fruit and vegetable storages
- Farm freezers
- Milk coolers
- Picnic kits
- Water jugs

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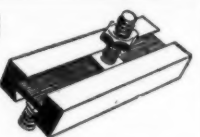
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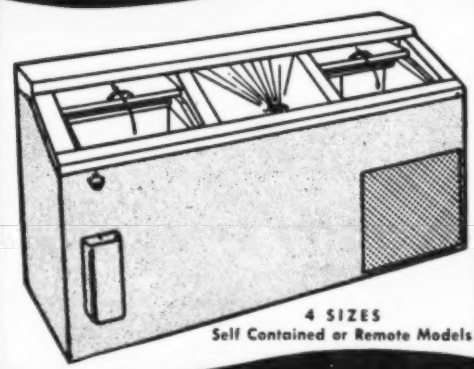
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Refrigeration Problems

and their Solution

by Paul Reed

For Service and Installation Engineers



Paul Reed

A Review-30 Years of Refrigeration Service

Getting his food is man's greatest activity. More of his work, his time, and his wealth is put into his pursuit of food than anything else he does.

Last year Clarence Birdseye told a joint RSES-REMA meeting in Boston that the food industry accounts for one third of our national income and is not only the greatest of all of our industries, but is greater than all of the next five great industries combined—steel, railroad, automobile, textile, and chemical industries.

The chief field of refrigeration is perishable foods, which comprises over one half of the total food industry. Even the perishable food part of the great food industry is in itself larger than any other industry, and again quoting Mr. Birdseye, is larger than the three next largest industries combined—the steel, automotive, and chemical industries.

In a broad classification, the refrigeration industry is a part of the food industry; in fact we are so classed by the National Safety Council. But refrigeration, especially in recent years, has reached into almost every phase of industry, manufacturing, transportation, communications, medicine, arts, and sciences.

World War II showed how necessary refrigeration is to war itself. It is not too much to say that modern war, as it was recently waged, could not be engaged in without refrigeration.

GLANCES BACKWARD

So after congratulating ourselves on being a part of so enormous an activity of man, and at that, an absolutely necessary part, it may be interesting to look back at the road over which we have traveled, for certainly that road, better than anything else, should indicate the way ahead, and what we may expect of the refrigeration industry of the future.

A comprehensive History of Refrigeration has never been published; nor is it the intention to do so in this column. In its Sept. 9, Oct. 7, and Nov. 4, 1936, tenth anniversary issues, AIR CONDITIONING & REFRIGERATION NEWS reviewed the development of mechanical refrigeration, especially domestic electric refrigeration. The origins and growths of the leaders in the industry were reported at that time, chiefly through interviews with the men who in the face of heart-breaking difficulties, built their product and their companies.

In its April, 1941 issue *Electrical Merchandising* reviewed the early history of the electric refrigerator and its development up through the hermetically sealed unit. Its theme was the advisability of replacing the earlier, obsolete refrigerators with the newer models whose lower cost of operation would justify the cost of replacement.

To nostalgic old-timers and to historically-minded newcomers, those periodicals offer much interesting reading. However, they are of interest in this column only as they may reveal the trends in Refrigeration Service.

Before World War I, there had been several attempts at making a mechanical household refrigerator, both in the U. S. and abroad. Most of these were little more than small replicas of the large machines used in breweries, ice making, and cold storage. Many used ammonia and practically all were water cooled. Several were of the absorption type.

In America there were: Narco of Wapakoneta, Ohio (later to be redesigned and renamed Superior). Frost-maker, Williams, Harris, Domelre, Zicer, and Penguin. The latter two were the absorption type.

THE ISKO

There was no real quantity production; nearly all the construction was by tool-room and hand assembly methods. Most of these were defunct by 1919, that is, 30 years ago, when our story opens.

One, however, deserves some attention for its effect on future design

and on service methods. It was the Domelre (from "DOMestic ELectric REfrigerator"), designed first by Fred Heideman working with Fred Wolf of Chicago. They sold it in 1912 to Henry B. Joy, who moved operations to Detroit and started making them there under a new name—Isko. Isko is noteworthy especially for three things:

1. It was the first to be made in what might be called production quantity.
2. It was air cooled.
3. It was a package unit.

The Isko consisted of a wooden base on which were mounted a two-cylinder, vertical compressor driven through a flat belt by a 1/4-hp. R.I. motor. The condenser consisted of a coil of 1/2 in. o.d. copper tubing surrounding the compressor and motor. The evaporator was hung from the base, just under the motor, and was also constructed of 1/2 in. o.d. copper tubing so wound as to form a shelf in which an ice cube tray was inserted. The refrigerant was SO₂ and the coil was fed by an automatic expansion valve. Temperature control was thermostatic.

Installation consisted of cutting a hole about 15 in. square in the top of an ice box of the front-door opening type and not exceeding about 10 or 12 cu. ft. in capacity, and then placing the Isko on the top of the refrigerator with its evaporator coil hanging down into the former ice compartment.

The Isko was the first air-cooled machine to be sold in any quantity and showed that an air-cooled machine was practical and possessed a number of sales and service advantages. Undoubtedly, the Isko can be considered as the real forerunner of the millions of future domestic electric refrigerators, but it is doubtful if as many as 1,000 Iskors were ever made.

After World War I, it was outdistanced by two or three other makes. About 1920 Isko adopted a new design of compressor using "herring-bone" gears to compress the gas. They ran into a lot of troubles and soon went out of business.

Several small units had been developed in Europe, chief of which were: Audiffren-Stengrun, Autofrigo, Raplin, and WK.

Of these, the Audiffren-Stengrun is of interest to us for two reasons:

1. It was a "sealed unit."
2. It led, in the United States, to the beginning of what is now one of the largest manufacturers of domestic electric refrigerators.

The Audiffren-Stengrun was the invention of a French monk, Abbé Audiffren and Henry Stengrun and it was used in France for some years. It has been called the "dumb-bell" type for it was in the shape of a dumb-bell. In one ball was the compressor and condenser; in the other ball the evaporator, which was placed in the refrigerator. The bar between was mounted on bearings and the dumb-bell rotated by a motor belted to the bar. The condenser ball was finned for air cooling, so it was an air-cooled unit.

In 1912, Johns-Manville Co. arranged to sell the Audiffren machine in the United States and to have them made by the General Electric Co. in the Ft. Wayne, Ind. plant. The Johns-Manville man who handled the sale and installation of these units, Al Mellows, becoming quite interested in the possibilities of the domestic electric refrigerator, later left Johns-Manville, went to Detroit in 1916, where with others, a new electric refrigerator was designed and

put on the market under the name of Guardian, by the Guardian Refrigerator Co.

FRIGIDAIRE

By 1917, about 50 Guardians had been made and sold, chiefly to friends of W. C. Durant, president of the newly organized General Motors Corp., who had furnished much of the money for the venture.

In 1918 Durant took over the Guardian Refrigerator Co. and renamed it the Frigidaire Corp. Soon after, Durant incorporated Frigidaire into one of the General Motors properties.

The Guardian and the first Frigidaires, which were almost exactly alike, were supplied as complete units with the cabinet and machine. The machine was a gear-driven 1/4-hp. unit mounted in a separate compartment in the lower part of the cabinet.

The compressor discharged the hot SO₂ gas into a dome around the compressor head and in this dome was a water coil. The condensed liquid SO₂ dropped into a sump just below the dome and in this sump was a high side float valve which fed liquid refrigerant to the evaporator.

The evaporator was a brine tank filled with calcium chloride brine. Later, a low side float valve was substituted for the high side float, and still later the brine tank was changed to a direct-expansion coil.

Temperature control was obtained by a thermostat, the bulb of which was a 1/4 in. line which was charged with SO₂ the same as the system. Water flow was controlled by a water valve actuated by discharge pressure. The first Frigidaires were the same as the Guardians except that the Frigidaires were equipped with service valves.

KELVINATOR

Kelvinator was organized and started by three men, N. B. Wales, A. H. Goss, and E. J. Copeland. Copeland was the first president, and was later to pull away and start his own company that now bears his name. They started their experimental work in about 1914 but it was 1918 before they actually began producing machines in any quantity. Most of their early sales were in Detroit where their factory was, and by 1919 they had about 400 installations in Detroit and suburbs, which at that time was probably more than all of their competitors combined.

The unit itself showed decided Isko influences. It consisted of a two-cylinder vertical compressor driven by a flat belt from a 1/4-hp. R.I. motor mounted on a wood base. An idler pulley, mounted on an arm from the compressor sub-base kept the belt tight. The condenser was, like that of Isko, a coil of 1/2 in. o.d. copper tubing surrounding the compressor and motor, and mounted on the same wood base.

But the evaporator was separate. It was the brine-tank type, similar to Guardian, with inserts for ice cube trays. An automatic expansion valve of their own design and manufacture was mounted on top of the tank and fed the refrigerant, SO₂, to the submerged evaporator coil.

Temperature control was obtained by a thermostat, also of their own design and manufacture. It consisted of a switch actuated by a charged metallic bellows mounted in a refrigerant coil on top of the tank. (Later a glycerin cup was provided to keep the bellows convolutions from freezing together.)

Kelvinator made and sold the ma-

chine only; the customer furnished his own cabinet—his present refrigerator if it was adequate, or if not, then he was required to buy a new one—a Leonard, McCray, Jewett, Ligonier, Alaska, Northey, or whatever he chose. This was the Kelvinator method, and it was not until 1925 that Kelvinator brought out a self-contained domestic refrigerator.

This was just about the situation in 1919, 30 years ago. There were other units on the market, but the ones described above were the leaders; they set the pace and explored the way ahead. Many more were to enter the field.

With this view of the picture, in a later issue we will introduce the serviceman of 30 years ago; how he got to be a serviceman, what opportunities he had to learn more about his work, what tools he had, and what his work consisted of.

Fusco Service Files In Buffalo

BUFFALO—A business name has been filed in the Erie County clerk's office for the Fusco Electric & Refrigeration Service, 275 Germania, by Louis M. A. Fusco.

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In response to hundreds of requests from AIR CONDITIONING & REFRIGERATION NEWS subscribers, the conductor of its "Inside Scope" column has collected and grouped his best "Stories of the Week." They are now available in convenient book form for your reading and working pleasure. The book is entitled: "You'll Love This One."

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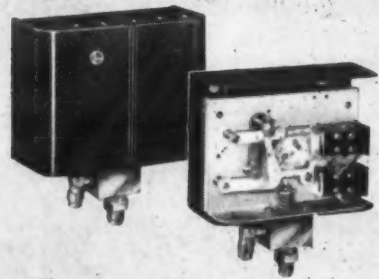
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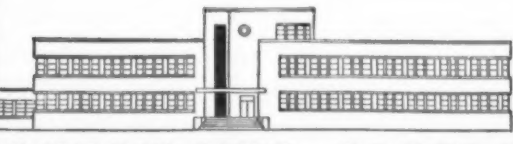
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Industrial Refrigeration Uses Tax Ingenuity Of Engineers, E. W. Smith Tells Los Angeles ASRE

LOS ANGELES—Applications of refrigeration in the present-day industrial world are multifold and are expanding as newer and more economic processing methods are developed. E. W. Smith, president of C & S Refrigeration Co., declared before the recent panel discussion on "Trend of Future Growth of Commercial and Industrial Refrigeration in Southern California," sponsored by the Los Angeles section of the A.S.R.E.

"Never before has the resourcefulness and ingenuity of the refrigeration engineer been taxed with the demands that modern industry places upon them," Smith said. "And let me say here that never before has a sound, basic knowledge of the fundamentals of our profession been so vital."

UNDERSTANDING NEEDED

"Few of these industrial problems can be attacked with 'rule of thumb' methods. Almost all require a thorough study and understanding of the processes involved."

Probably one of the greatest industrial users of refrigeration today is the petroleum refinery, Smith declared. While refineries have many uses for refrigeration, the dominant processes are:

(1) The dewaxing of lubricating oils. In this process refrigeration temperatures have gradually been descending over the years as lower and lower pour point oils have been demanded. For 0 pour oils, refineries on the west coast are using refrigerant temperatures as low as -40° F.

The low pour point oils are dewaxed in stages. That is, part of the wax is removed at higher temperatures, say 30° F. and the oil then enters the next stage where the balance is removed at the lower temperatures. Pre-cooling is part of the process wherein the low temperature de-waxed oil is used as the cooling medium for the under-waxed oil.

These wax chillers are usually of two types. The centrifugal method of removing the wax utilizes shell and tube vessels. One or more vessels serve as heat interchangers and one or more will be refrigerated usually by direct expansion of NH_3 . In this method, the wax bearing oil is blended with about two volumes of naphtha. After chilling, the stock is centrifuged.

The second method is the double pipe exchanger with rotary screw type conveyor to carry the precipitated wax to the filters. The double pipe exchanger utilizes NH_3 direct expanded. These chillers may be 6 or 7 pipes high by that many wide and 17 to 20 ft. long. Scraper conveyors are chain driven by electric motors. The stock is then forced through filters to separate the precipitated wax from the oil.

HIGH OCTANE PRODUCTION

(2) Refrigeration for the alkylation process, another oil refinery application, consists in the removal of the heat of reaction of isobutane and butane with butylene. H_2SO_4 is used as a catalyst. The process is the basis for the development of the high octane fuels needed for aviation internal combustion engines.

The Wilmington Refinery of Union Oil Co., utilizes 1,300 tons of refrigeration at 34° evaporating temperature to secure a 45° F. emulsion temperature. It is said that 75,000 g.p.m. of emulsion are handled.

In natural gasoline production, natural gasoline and many other hydrocarbons are recovered from the gas which usually accompanies the flow of crude petroleum oils from the ground. These hydrocarbons form the base for high octane rated fuels and their demand is constantly increasing.

In some cases where natural gas pressures and temperature relations are right, a large percentage of these valuable hydrocarbons can be condensed from the well gas with the use of atmospheric cooling. It is common practice in some fields to strip these products and return a portion of the lean gas to pressuring wells where it is forced underground to maintain pressure on the producing field.

The use of refrigeration to recover high quality gasoline, propane and the butane, while it is not new, has in later years, particularly during the war, become much more extensive, Smith stated.

It is used in the absorption method of recovery. In this process, briefly, the rich gas is run through absorption towers counter-flow to a lean absorption oil. The lean oil picks up the desired hydrocarbons. The lean gas is then used for fuel or repressuring. The now enriched oil is then heated and stripped in a stripping tower. The gases liberated are condensed. The lean oil re-circulated back to the absorption tower.

Refrigeration enters the picture in chilling the lean oil. Chilling the lean oil greatly increases its capacity to absorb the desired hydrocarbons, it therefore reduces the quantity which must be circulated.

Compression systems are also used. These depend upon raising the pressure and temperature conditions of the gas to a point where it can be condensed at not too low a temperature. Since these condensing temperatures necessitate refrigeration, which may be as low as -30° to -50° F., and water is usually a constituent of the well gas, a means of dehydrating the gas usually must precede the condensation of the hydrocarbons.

DANGER OF IGNITION

In some fields, freezing of water vapor in the gas lines can be very dangerous. The oil men call this freezing the forming of hydrates. It looks like snow and packs as readily. When it does with perhaps 3,000 to 4,000 p.s.i. behind it, safety valves let go and a roaring torch can be the result if ignition should occur.

Closely allied with the petroleum refinery, is the synthetic rubber production plant. Nearly all the basic ingredients of modern synthetic rubber come from the petroleum refinery. Here refrigeration plays a major part in the later and newer methods of producing "Cold Rubber." Previously reactions of hydrocarbons producing the earlier synthetic rubber took place at fairly high temperatures—in the neighborhood of 120° F.

Constant research on the parts of the industrial chemists for ways and means of improving quality, developed the method of refrigerating the reaction.

This reaction, at low temperature, produced a product with 30% increase in wearing quality and one that generated less heat from the constant flexing encountered in automobile tires.

Refrigeration for these plants is heavy. The reaction of the hydrocarbons is held at 41° F. usually with a brine at 18° to 20° F. The

Union Malleable Mfg. Co. Announces Plan To Increase Its Production Facilities

ASHLAND, Ohio—At the Union Malleable Manufacturing Co.'s Annual Sales Conference held at the company's headquarters here, Sept. 12 and 13, Jack Jacobson, president, announced new plans for expansion of the company's manufacturing facilities.

Speaking at a dinner to almost 50 of the company's representatives who had come to the conference from all parts of the country, Jacobson said that the recent modernization program, completed in June of this year was just a step in the company's expansion plans. He went on to explain that Union Malleable will soon build a sizeable addition to its Ashland, Ohio plant.

"This is in keeping," Jacobson said, "with our belief that aggressive selling coupled with constant technological advancement will enable us, as a company, to keep going forward despite such economic adjustments as the one through which the country has just passed."

Following Jacobson's talk, the conference was addressed by A. L. Gordon vice president in charge of sales, who announced the addition of new products to the "U-Brand" line.

In addition to the building program and the plans for additional products, Union Malleable's new packaging program was announced at the meeting. Henceforth, according to company officials, their products, in addition to bulk shipments, will also be delivered in convenient packages for ease of sales and storage.

ment in the production of synthetic. I am told that natural rubber still has no substitute for heavy truck tires. Its ability to flex frequently under pressure with a low heat generation rate has still to be reached by any substitute.

STAND-BY FACILITIES

"However, were it not for our ability to turn out synthetic rubber in such tremendous quantities, (and even if many of these plants are shut down they remain in a stand-by condition) the price of natural rubber could be and probably would be doubled by the interests controlling it."

Southern California is becoming more and more of a manufacturing and industrial area, Smith declared. New processing and manufacturing plants bring with them an increase in demand for the services of the industrial refrigerating engineer and refrigeration equipment. The fabrication of metals such as aluminum and stainless steels by spot welding is demanding more cooling capacity at the electrode or tips.

City or cooling tower water has been adequate for most work, but better and more consistent welds are obtained with refrigerated water or brine.

The necessity for close temperature—humidity control in machine shops and assembly rooms where precision instruments are produced, demands the attention of the refrigerating engineer, the speaker pointed out.

Temperature must be constant to permit close tolerance in machining and polishing the product. Humidity must be such, that moisture will not condense and corrode polished surfaces. "I have seen precision honed

and polished surfaces that had rusted overnight due to condensation from the air," Smith averred.

Large annealing ovens used in the production of the copper tubing are users of refrigeration. Here again, moisture must be removed from the air passing through the ovens to prevent oxidation of the hot copper or brass. The tubing must be bright and clean. Refrigeration precipitating the moisture prior to its entry into the oven has and is doing the job.

Auto-Diesel Ups Herbut To Chief Tool Designer

CLEVELAND—The promotion of Walter J. Herbut to the post of chief tool designer of the Auto-Diesel Piston Ring Co., has been announced by R. D. Smith, vice president and general manager of the 29-year-old concern.

Auto-Diesel is the only firm of its kind in Ohio, specializing in the manufacture of a wide variety of piston rings, seals, and gaskets of both odd and standard sizes ranging up to 35 in. in diameter for use in refrigeration machinery and other products.

Herbut has been with Auto-Diesel 15 years. Smith explained that the promotion places Herbut in charge of tool design and development coordinated with the many special production and milling operations of the plant.

Prior to his going to work with Auto-Diesel he had a thorough grounding in machine shop practice and also had worked as a cabinet maker.

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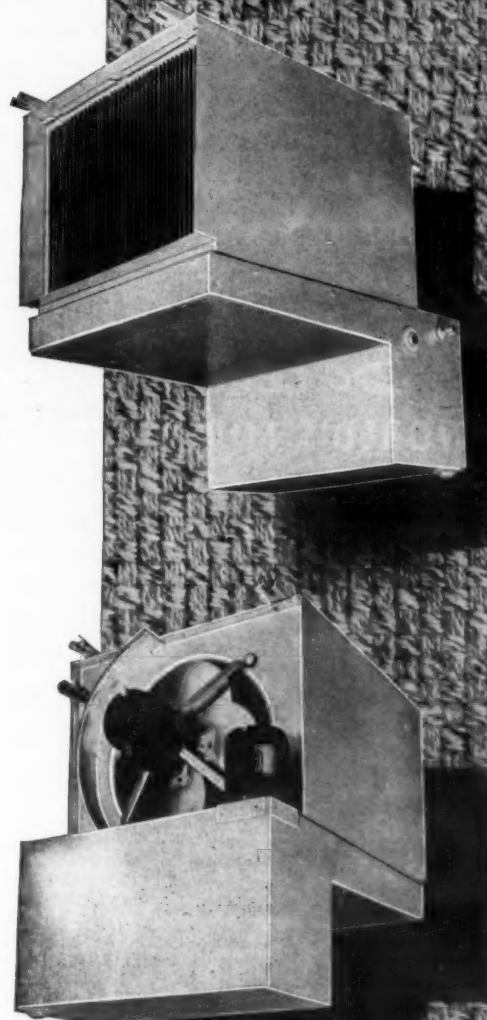
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World Import Restrictions Affecting Air Conditioning & Refrigeration Equipment

(1. Anglo-Egyptian Sudan Through Brazil)

With this article we present to our readers a special series of studies on the present-day import regulations pertaining to our industry. This information has been collected from all parts of the world with the active assistance of the U. S. Department of Commerce, Washington, D. C., and its District Office in Detroit. American export figures for the year 1948 will be added. Our readers are advised to retain these articles, as they appear, as a similar publication has, so far, not appeared in the press.

The countries will be treated in alphabetical order. Wherever available, late information—dated June to August, 1949—on developments of imports of the products of this industry from the United States will be added.

By Eugene Hesz, International Market Analyst and Instructor,
University of Detroit

Part I

ANGLO-EGYPTIAN SUDAN

Imports of air conditioning and refrigeration equipment from this country to the Anglo-Egyptian Sudan are rather difficult. Import licenses and exchange permits are necessary. In the full calendar year 1948, total exports from the United States added up to about \$60,000.

ARABIA (1) SAUDI ARABIA

With very few exceptions all products need import license and exchange permit. These regulations, however, have permitted large imports, as the country has an ample flow of dollars coming in from abroad. Total imports of equipment from our industry in 1948 amounted to \$166,000 destined for the household refrigerators, \$854,000 for commercial refrigeration equipment, \$565,000

for air conditioning units, and \$63,000 for ice making machinery.

ARABIA (2) ADEN, BAHREIN, QATER, TRUCIAL OMAN

Import restrictions and exchange permits are required. Total American exports of the products of our industries to Aden amounted in 1948 to \$38,000. For Bahrein the corresponding figure was \$364,000 for the same period.

ARABIA (3) KUWAIT, MUSCAT AND OMAN, YEMEN

These geographical units do not know of any import restrictions and exchange permits. Exports from the United States to Kuwait, of our equipment, amounted to \$483,000 over the 1948 calendar year.

ARGENTINA

The general rules for all imports

require licenses, sometimes subject to quotas, but not for all articles. Exchange is only granted for listed products and applications should be filed prior to the confirmation of the purchase order. Under present Argentine exchange control regulations no exchange is being authorized for the importation of electric refrigerators. Accordingly, no market exists for the sale of refrigerators in Argentina and this situation may be expected to continue until the Argentine foreign exchange position has improved sufficiently to permit a relaxation of controls. Argentina has at present lists of so-called "prime necessity articles" and "articles of lesser priority," amongst which almost not a single item pertaining to our industries can be found.

In the year 1948 Argentina has imported from the United States domestic refrigerators to the value of \$1,132,000; parts for similar units for \$304,000; commercial refrigeration units for \$2,535,000; miscellaneous parts for assembly and replacement for \$188,000; air conditioning equipment for \$244,000, and ice making machinery for \$25,000. When surveying these figures, the American manufacturer should consider that Argentine import restrictions have become more stringent during the last 20 months. An improvement may be expected as soon as the present unreasonable economic policies in Argentina give way to a more normal situation as that which reigned in Argentina for many long years prior. Informed American circles are of the opinion and hope that this time may not be too far off.

AUSTRALIA

Import licenses are needed for practically all our products, but once obtained, the license carries the right to foreign exchange in itself. According to our latest information, imports of domestic and commercial refrigerators and parts from the United States and other dollar countries are subject to "administrative" control, whereby applications for licenses are considered on their individual merits.

It is understood that, owing to the shortage of dollars, licenses are not being approved for complete units, domestic or commercial, but only for parts which are not available from local production or from sterling sources.

Exports from the United States in the year 1948 amounted to \$187,000 for the domestic units, \$36,000 for commercial units, and \$85,000 for auxiliary equipment and miscellaneous parts.

AUSTRIA

Generally speaking, import restrictions, also pertaining to foreign exchange, apply to all commodities. Approval by the Foreign Trade Commission is a prerequisite for obtaining foreign exchange permits.

BELGIUM-LUXEMBOURG

Imports are controlled by the government in so far as licenses and exchange permits are required for a large group of commodities. However, another large group of commodities may be imported with a so-called "declaration." American air conditioning and refrigeration units are favored by these regulations, as is evident from the following 1948 export figures:

Domestic refrigerators\$1,507,000
Parts for same106,000
Commercial refig. units	... 999,000
Ice making equipment173,000
Air conditioning units 85,000
Auxiliary equipment278,000
Miscellaneous parts 43,000

BELGIAN CONGO

Licenses and exchange permits are required, but exports from the United States to the Belgian Congo in 1948

were relatively heavy. Metals and ores, which the Belgian Congo exchanges against hard currencies, are responsible for a favorable foreign exchange situation. In 1948 we delivered household refrigerators for \$446,000; parts for same for \$23,000; commercial units for \$98,000; air conditioning units for \$17,000; and auxiliary equipment and parts for \$35,000.

BOLIVIA

The importation of domestic and commercial refrigerators, for which an import license is needed is restricted in Bolivia only by the present scarcity of dollar exchange. This scarcity of dollar exchange, however, is directly related to the general low economic standards within the country which are the cause of a very low general buying power of the people.

Once the import license has been obtained, it embodies automatically the permission to buy foreign exchange, but this is no guarantee that foreign exchange is available. Over the calendar year 1948, total imports of American household refrigerators amounted to \$42,000, whereas the total for all other equipment from our industries amounted to only \$22,000.

BRAZIL

Brazil has a rigid system of import controls. This applies also to the permissions for obtaining United States currency, and, once the license is obtained, there may be a waiting period until the foreign exchange is actually received. Several months ago one could still observe that the supply of dollars, respectively the waiting time, were different in the various parts of this country, but it appears that now a more general allocation is practiced.

Brazil has issued a very complete list of commodities which may be imported into the country; nearly all the commodities of the air conditioning and refrigeration industries have been omitted from this list. Neither built-up domestic, nor built-up commercial refrigerators are included in the list, but it has been reliably reported to the United States Consul General in Sao Paulo that the Banco do Brazil in Sao Paulo has promised to follow an extremely liberal policy in the issuance of licenses for the importation of gas-operated refrigerators which are adapted especially for use in the interior where electric current is unavailable or intermittent, and to encourage agriculture and settlement of the hinterland.

Except for gas-operated refriger-

ators and for equipment required for important industrial production, the Banco do Brazil seems to be following a rigid policy in the issuance of licenses.

In the series of articles on Brazil which was published in these columns a short time ago, the establishment of a Brazilian refrigerator assembly plant has been reported, with illustrations. We are informed that one firm in Sao Paulo is planning the assembly of domestic refrigeration units, also with parts imported from the United States, but our government officials on the spot are doubtful if this plan will materialize.

The manufacture of commercial refrigerators with compressors from the United States and boxes of Brazilian manufacture, continues. The cabinets are made by several companies in Sao Paulo and distributed throughout Brazil. Such commercial refrigerators average about 15 to 20 cu. ft., but units up to and exceeding 40 cu. ft. also are made. The ice making machinery installed in Brazil is also chiefly imported from the United States. Human-comfort air conditioning is still seldom used in the country. For industrial air conditioning mainly Brazilian components are employed, if possible.

As the above report, dated July, 1949, shows, there continues a strong demand for the products of our industry which must be met in the future. This demand is particularly urgent for industrial air conditioning and this is especially the case in the district of Sao Paulo because such industries as spinning, rayon manufacture, and tanning are largely concentrated in that area.

As the climate of the Sao Paulo region has a high humidity, those industries needing high humidity as a primary element, are often able to avoid elaborate installations for humidity control.

The enormous demand of Brazil for the products of our industry, held back at present by the prevailing dollar shortage, is clearly apparent from the export figures from this country to Brazil in 1948.

Export of U. S. Air Conditioning and Refrigeration Equipment to Brazil in 1948

Domestic refrigerators\$7,638,000
Parts for same 284,000
Commercial refig. units	... 994,000
Ice making equipment124,000
Air conditioning units, etc.	... 1,873,000
Auxiliary equipment 955,000
Assembly parts107,000
Miscellaneous replacement parts 99,000

(To Be Continued)

Filterpure HALF ROUND



Sales Prove It -
WORLD'S FOREMOST COOLING UNIT

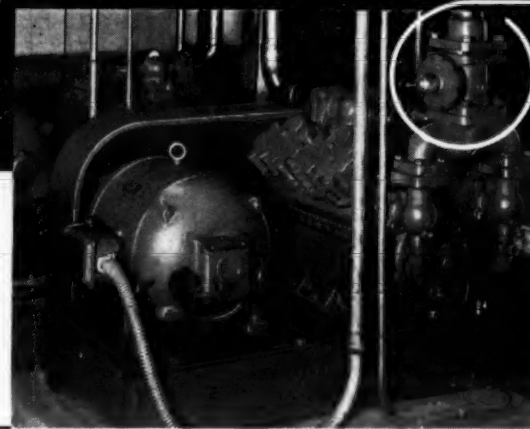
The half round takes no storage space from a cooler. It mounts against the ceiling next to the wall with the drain line completely out of the way.

Standard construction includes—Exclusive 180° arc Betz Coil—Built in Louvres—Built in Liquid Distributor—Life Lubricated Motors—Double Drip Pan—Slide Hangers—Baked Enamel Finish on Rust Proofed Steel—Six sizes from 260 to 867 BTU per 1° TD.

Stocked and sold by leading Refrigeration Wholesalers

BETZ CORPORATION
HAMMOND INDIANA

SCHNACKEL COMPRESSORS AND CONDENSING UNITS with THERMATROL



**- maintains
EVEN
Evaporator
Temperature**

*Thermatrol is the most
efficient, least expensive
and simplest type of
capacity control available.
Reduces in a gradual
curve—not in steps, and
eliminates unnecessary
cycling.*

Schnackel advance engineered compressors feature refrigerant cooled, replaceable cylinder sleeves, balanced forged crankshafts, positive forced feed lubrication, efficient suction and discharge valves, insert automotive type bearings, etc. High efficiency and trouble-free operation with little vibration assure satisfaction. Thousands of

discriminating engineers and users the world over are convinced of Schnackel quality through proven performance.

Schnackel Compressor Units range from 5 H.P. to 50 H.P. and Condensing Units from 5 H.P. to 25 H.P. Write for further information.

1016 E. COLUMBIA ST. **SCHNACKEL, INC.** EVANSVILLE, IND.



Ranco Inc.
COLUMBUS 1, OHIO



World's Largest Manufacturers of Refrigeration Controls

... more than 20,000,000 controls now in use

DON'T FORGET... you're cordially invited to meet the gang from Ranco at the Atlantic City ALL-INDUSTRY Show, November 14-15-16-17-18. We'll be looking for you in Booths 626 and 628 at the Auditorium.

And look for the new Ranco exact replacements which have been added to the wholesaler line—the most complete line of Replacement Controls ever supplied to the trade.

TELLING and SELLING

A GUIDE TO SMART ADVERTISING AND MERCHANDISING PRACTICES

This series of articles comprising ideas and principles for the small retail or manufacturing business is written by James D. Woolf, who was for more than 20 years a vice president and director of J. Walter Thompson Co., one of the largest advertising agencies. Out of his experience embracing all types of advertising and merchandising he brings his counsel to the small businessman who must plan his own advertising and promotional efforts.

By James D. Woolf

Be Yourself In Your Ads

In a certain midwest city is a store that operates under the name of BIG BOB FEED & SUPPLY CO. It deals in grain, hay, feeds, fertilizer, seeds, garden supplies, and other such items.

All over town and for miles around the owner of this store is familiarly greeted and referred to as "Big Bob." He is a huge man, 6 ft. 5, and tips the scales at 17 stone. Unlettered, rough-and-ready, and an appalling assassin of the King's English, Big Bob is nonetheless liked by his customers for his earthy, back-slapping friendliness.



The principal thing that is wrong with Bob's operation, which is fairly successful, is his advertising. His copy is so out of key with his character that it is ridiculous. Big Bob subscribes to a syndicated copy service. Last week, in a newspaper advertisement featuring garden supplies, there appeared a poetic effusion over Big Bob's name that opened up in this vein: "Spring unlocks the flowers to paint the laughing soil."

Now that doesn't sound like Bob. Such fancy talk is utterly beyond his powers, and everybody knows it. What makes the advertisement such a transparent fake is the fact that the copy it written in the first person, and the reader is asked to believe that Big Bob is the one who actually penned it.

If Big Bob talked that way to his customers over the counter they would think he was as nutty as a slab of peanut brittle. "Spring unlocks the flowers to paint the laughing soil!"

BEWARE THE STOCK STUFF

The easy way to handle your advertising problem is to subscribe to one of the syndicated boiler plate copy services. There's nothing to it—the only thing you will have to write is your name.

Yes, that's the easy way. But unfortunately it is not, in most cases, the smart way. The stock syndicated canned copy services used by thousands of local advertisers are, even when intentions are of the best, a pretty poor thing.

One trouble is the fact that syndicated copy reads like syndicated copy, looks like syndicated copy, is patently stock stuff, here is something unnatural and unreal about much of it; it is as empty of local "feel" and folksiness and warmth as a letter from the Bureau of Internal Revenue; but—worst of all—it is so dreadfully impersonal. It fails wholly to reflect the personality of the man who allegedly writes it.

And, of course, a great deal of syndicated "advertising" is frightfully silly. A lot of it is nonsense written to entertain rather than to sell, and much of it is not planned and written by qualified ad men; it is produced by fourth-rate cartoonist and humorless gag-writers who know less about advertising, in any real sense, than I know about nuclear fission.

YOUR BUSINESS A PERSONALITY

You are proud of your business; it is your lifework, the realization of your dreams, the culmination, perhaps, of years of sacrifice and struggle. Your business is YOU—the product of your imagination, your intelligence, your philosophy, your faith, your energy.

Your advertising is your mouthpiece, your public-opinion-forming vehicle. Its dignity of form and expression, its sincerity, what you say in it, the ideas you voice, the words you use weigh heavily in your efforts to acquire for yourself and your business a winning personality.

Every business, for better or for worse, does have a personality. Syndicated boiler plate advertisement services are certain to do a meaningless and even hurtful job as your personal mouthpiece.

What does some "clever" writer in some far-away place know about you and your business philosophy? And what does he know about your town and the people in it?



TWO RECOMMENDED PROCEDURES

(1) Write your copy yourself, or have it written for you by one of your associates or your employees with your help.

(2) If this isn't feasible, employ the skilled services of a local outsider who knows you, your business, and your community, and then give him all the time he needs for close collaboration with you.

Let me tell you about the advertising of Sell & Sons Mercantile Co. of Pittsburg, Kan. Its slogan—"SMILING SERVICE"—means what it says.

John Sell himself writes the store's advertisements, 5 inches over two columns which appear every day in the year, Sundays included. Mr. Sell's copy is as friendly as Dagwood Bumstead's puppies, and as local as the newspaper's society column. Each advertisement refers pleasantly and entertainingly to a resident of the community, and during the year hundreds of local citizens will see their names and the names of their friends in print.

As an example, one excerpt from a typical piece of John Sell's copy will suffice:

"When a man is happy in his home," says Delbert Lehman, "he is happy in his work, and happiness is the pathway to success." And Delbert can add that folks who install a Youngstown Kitchen in their homes are happy for that eliminates work for mother."

You can bet that Delbert Lehman got a kick out of that, and so did all his friends. And you can also bet that Sell & Sons couldn't achieve this kind of effect with syndicated canned copy.

The results? "We know that the whole community reads our advertisements," says Mr. Sell, "and every day we have calls for the items described in our copy. Our 15 sales-clerks try to keep up the smiling friendliness of our advertising, and we have lots of fun selling merchandise."

"In 1948 our sales hit the \$200,000 mark, a volume we think is pretty good for Pittsburg. I never know from day to day what our advertisements will be. On the day before they are printed I literally write them as I wander up and down the aisles of our store and chat with customers."

August Freezer, Range Shipments Rise In St. Louis Utility's Area

ST. LOUIS—A composite report of electrical appliance shipments to dealers in Union Electric Co. territory for August was issued recently by the utility. The report included shipments from 29 distributing firms. Here is the report:

Appliances	August	July	First 8 Mos.
Ranges	696	559	4,898
Water heaters	344	356	2,890
Refrigerators	5,366	6,018	38,545
Food freezers	235	187	1,477
Automatic washers	363	344	2,518
Conventional washers	1,784	1,971	12,595
Clothes driers	93	91	577
Ironers	424	385	2,933
Vacuum cleaners	670	630	7,189
Electric sinks	124	98	807
Dishwashers	58	35	348
Television Receivers	3,634	1,158	15,242
Roasters	141	161	1,038
Coffee makers	445	244	3,477
Electric blankets	5	1	87

Available from 1/2 to 10 H.P.

CLEANABLE DOUBLE-TUBE COUNTER-FLOW WATER-COOLED CONDENSERS

Write for literature

Halstead & Mitchell

BESSEMER BLDG.
PITTSBURGH 22, PA.

Instalment Plan for Purchase Of Vendors Arranged by Mills

CHICAGO—According to R. A. Hoagland, vice president of Mills Industries, Inc., arrangements have been made with C.I.T. Corp. for financing the purchase of Mills cooling and vending machines on a deferred-payment plan.

This plan makes possible payment over a 12 or 24-month period with a small initial payment. The vending machines can be put to work as soon as the first payment is made, the company said. No change in price of the various commercial models is involved.

Cunningham Set for Key Role In Chicago Heating, Piping Group

CHICAGO—Appointment effective Nov. 1 of Thomas M. Cunningham to the staff of Heating, Piping & Air Conditioning Contractors' Chicago Association is announced by R. W. Lawinger, association president.

Cunningham will become executive secretary of the association upon the retirement of Louis T. Braun next July 1.

Cunningham is coming to Chicago from Syracuse, N. Y., where he has been director of industrial relations for Carrier Corp. He was with Carrier for 25 years.

Eastern Country Club Units 'Guarantee' Ice for Skaters

GROSSINGER LAKE, N. Y.—Mark Twain's famous saying—"Everybody complains about the weather, but nobody does anything about it"—doesn't apply to the Grossinger Country Club.

With fresh memories of the extremely mild winter that prevailed in the East in 1948-49, the management is going all out to guarantee ice skating, here, for at least six months of the year.

An artificial-ice rink is being constructed, and work on many of the other projects at the resort has been halted temporarily so that the new skating area can be completed by Thanksgiving.

The machinery that will make ice for the rink in winter will be used to air condition the hotel's dining room and night club during the summer.

The rink will measure 200 ft. by 90 ft., which is the standard size for ice hockey. When the new project is completed, Grossinger's will have three ice skating areas. In addition to the artificial rink, there will be the pond and Grossinger Lake.

The new rink is being constructed near Holiday Inn, the resort's new winter chalet, so that skaters will be able to use its facilities.

Remington AIR CONDITIONING

invites you to attend its showing of

"THE ONLY COMPLETE LINE OF ROOM AIR CONDITIONERS"

at the

All-Industry Exposition

ATLANTIC CITY, N. J.

November 14-18, 1949

Features which will especially interest you:

NEW "4-Season" console with automatic single control for both heating and cooling

NEW "MARINE" consoles, specially designed for shipboard installation

NEW hermetically sealed compressors for 15% lower operating costs

NEW hand-rubbed, imported wood cabinets of great beauty

My associates and I are looking forward to greeting you personally at Atlantic City in Booth No. 531.

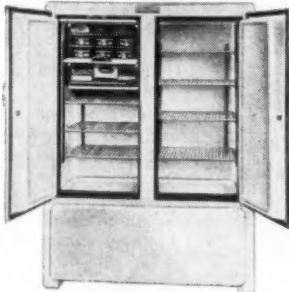
Herbert L. Laube
President

REMINGTON CORPORATION
CORTLAND, NEW YORK

AMAZING BARGAINS!

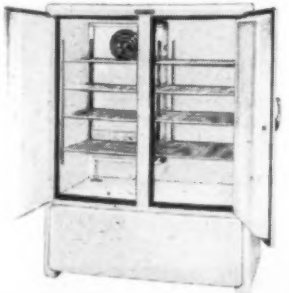
NEW GENERAL ELECTRIC COMMERCIAL REFRIGERATORS

1/4 TO 1/3 OFF!



AS A RESULT of a special purchase from General Electric, we can offer you a limited quantity only of these brand-new G-E commercial refrigerators—at 1/4 to 1/3 off former dealer costs! These popular self-contained models are new and complete, in their original crates—and are backed by full 1-year G-E warranties.

You can sell these attractive, top-quality G-E refrigerators at a really low price that attracts sales, yet leaves you a high margin of profit. Restaurants, taverns, schools, churches and hotels go for these outstanding values. Mats and folders to help you make more sales are supplied with each order. All equipment is exactly as represented in G-E literature. First come, first served—so act fast! Write, wire or phone today!



Model	Former Dealer Cost	Special Price FOB St. Louis
HC116M—15.6 cu. ft. Ice Maker	\$427.80	\$313.00
HC125M—22.6 cu. ft. Ice Maker	482.40	340.50
HC125S—22.1 cu. ft. Blower Coil	465.60	302.00
HC135M—33.7 cu. ft. Ice Maker	541.20	373.50
HC135S—32.1 cu. ft. Blower Coil	522.00	335.00

WRITE NOW for Full Information

RAMSEY-BENNETT CO.
430 HURON ROAD • TEL. TOWER 1-6070
CLEVELAND 15, OHIO

WE BUY AND SELL MANUFACTURER'S SURPLUS STOCKS

Selecting Refrigeration Oil

Determining Its Viscosity, Pour Point, Neutralization Number, And Wax Separation Level Prove Best Means of Judging Oil

INDIANAPOLIS — Although the wax-separation characteristics of most oil-refrigerant mixtures follow a somewhat similar pattern, "we get everything with 'Freon-22' and oil," declared Dr. Walter O. Walker, director of research for Ansul Chemical Co. in a talk before the Hoosier State RSES association during its second annual convention here.

"As temperatures become lower the mixture of oil and 'Freon-22' separates into layers, and each layer has its own wax separation point," Dr. Walker said in discussing "Characteristics of Refrigeration Oils."

The importance of wax separation was one of the several points in the specifications for oil touched upon by Dr. Walker, including such other properties as gravity, flash point, viscosity, color, pour point, neutralization number, slight oxidation, steam emulsion number, dielectric strength, and the Floc or wax-separation test.

"Gravity of oil isn't too important in refrigeration, and we have very little choice in this respect, anyway," he said.

"Flash point is the temperature at which oil, when heated, will flash when a gas flame is passed over it. Flash points," he explained, "merely indicate the presence of materials that will flash at relatively low temperatures."

"The property of 'viscosity' is an important one, however, and by the term 'viscosity' we mean 'fluidity,'" Dr. Walker said. "When oil is heated



LINE-UP OF SPEAKERS: An imposing array of speaking talent was lined up for the second annual convention of the Hoosier State RSES association, including Edwin Barth of Philco, John Spence of Hussmann, David Zipser of Bush, George Schuldt, Dr. W. O. Walker of Ansul, George Eager of Servel, H. T. McDermott, Ken Newcum of Remco, and Edward Hart of Philco. Not in the picture was another speaker, J. L. Roth of G-E.

it thins out, but we still have to keep a film of oil between the moving parts.

"The lower the temperature the more slowly oil will flow, but we must also remember that when we dissolve refrigerant in oil we reduce the viscosity, that is, the oil will still flow at a lower temperature."

"The whole question of viscosity is a changing one, and considerable variation in viscosity of oils can be accepted."

As for the property of color in oils, Dr. Walker recalled that in the early days white oils were considered the best.

"The true test, however, is how the oil works in the machine."

"Pour point, another important characteristic, is the lowest temperature at which oil will pour, chilled without disturbance under prescribed conditions."

"Pour point must be low enough to congeal at any place in the refrigerating system," he said, adding that adding refrigerant to oil lowers the pour point.

"The pour point drops very quickly as methyl chloride is added, less rapidly with the 'Freons,' but it

varies with all the various types of refrigerant."

What happens when methyl chloride is added to oil is shown, he said, in the following table:

% Methyl Chloride by Weight	Pour Point °F.
None	10.4
1.7	-9.4
2.6	-20.2
3.3	-25.6

Another property, the neutralization number, is the acidity measurement of oil, Dr. Walker said.

"A high neutralization number indicates there is a lot of acid in the oil, but a good refrigeration oil should have a low neutralization number and should retain it throughout its life. It is extremely important that refrigeration oil have a 0 neutralization number to start with and stay low."

"The Slight oxidation test is simply a measure of the stability of oil, or, in other words, how does the oil stand up over a period of time. Oil in refrigeration systems must have high stability for long periods of time."

"Steam emulsion numbers don't mean much as far as specifications for refrigeration oils are concerned, but the property of 'dielectric strength' is important in that it is

related to the moisture content of the oil."

Dielectric strength, he explained, is the measure of electrical voltage required to bridge a gap between two electrodes which are submerged in oil.

Another effect of oils being mixed with refrigerant—that of raising the boiling point of the refrigerant—was dismissed by Dr. Walker as being relatively unimportant. He cited the following figures to show just how much of an increase in boiling point results when oil is mixed with methyl chloride:

% Oil by Volume	°F. Rise In Boiling Point
0	0.0
5	0.0
10	0.9
20	0.9
50	5.4

A characteristic of oil that has become important with the increasing use of low temperature equipment is the Floc test, "better called the wax separation test," the speaker declared.

As he has done at numerous RSES meetings in the past, Dr. Walker then explained the phenomenon of wax separating from oil at low tem-



TOP TUBE-BENDER: Mike Mitchell of Imperial Brass awards first prize to D. W. Cummins of Terre Haute, adjudged winner in the tube-bending contest staged during the second annual meeting of the Hoosier State RSES by Judges Einar Hansen, H. C. "Dinty" Moore, R. C. McCarthy, and George Baumgardner.

Macklanburg Supply Co., Of Oklahoma City, Sells Out to Jones-Newby Co.

OKLAHOMA CITY, Okla.—Sale of the Macklanburg Supply Co., 129 N.W. 23rd St., for an undisclosed price to the newly-formed Jones-Newby Supply Co., effective Oct. 10, was announced by E. R. Newby, president of the new company.

Organized in 1931, the Macklanburg Supply Co. was engaged in wholesaling parts and supplies for refrigeration, heating, ventilation, and air conditioning. It also held a stock of brass and copper.

Jones-Newby bought all the inventory and fixed assets of the company and will continue in the same line of business. It will not engage in the manufacture or installation of any refrigeration or heating items, but only furnish parts and materials.

No part of the Macklanburg-Duncan Co., a pioneer firm engaged in the manufacture of weather strips, caulking compound, screen door grilles, and other items, is involved in the sale.

William G. Carroll, general manager; C. G. Gardner, sales manager; and L. K. McGee, credit and office manager for Macklanburg Supply Co. will continue in their same positions with the new firm.

Newby will be president, but will not be actively engaged in the management. Cad Jones, partner in the new firm, will take part in the management as vice president and treasurer.

Carroll is a vice president as well as general manager. E. N. Shepherd is secretary.

L. A. Penn Switch Office Moves

LOS ANGELES—The Los Angeles district office of the Penn Electric Switch Co., has moved to 228 Glendale Blvd., Los Angeles 26.

E. M. Ford, district manager, announces that the new telephone number is Madison 9-3058.

Lipman
REFRIGERATION and AIR CONDITIONING
Complete Line—1/4 thru 40 hp., includes this 3-hp., water cooled, Freon-12 unit.
General Refrigeration Division
Yates-American Machine Company, Beloit, Wisconsin



SEE US AT ATLANTIC CITY BOOTH 438-40

HEAT EXCHANGERS
WATER COOLERS
BEER COOLERS
SODA COOLERS
COMBINATION AIR & WATER COOLED CONDENSERS
WATER COOLED CONDENSERS

THE HEAT-X-CHANGER CO., INC.
415 Lexington Avenue, New York 17, N. Y. Brewster, N. Y.

If You're Interested in Refrigeration You'll want a copy of the new DEPENDABOOK No. 150
Refrigeration Parts Catalog
DEPENDABOOK Number 150 is jammed full of illustrated refrigeration parts and supplies at rock-bottom prices... Depend on the DEPENDABOOK. Write for your copy.
The HARRY ALTER CO.
1728 S. MICHIGAN AVE., CHICAGO 16, ILL.
134 LAFAYETTE ST., NEW YORK 13, N. Y.
WHOLESALE ONLY

WIRING ASSEMBLIES

Cut Product Wiring Costs!
With Pre-Fab Wiring Assemblies
(Metal and Soft Clad)

Custom Engineered And Pre-Fabricated For Economical Installation In:

Domestic Refrigerators
Home Freezers
Reach-In Cabinets
Display Cases
Beverage Coolers
Water Coolers
Milk Coolers
Beverage Dispensers
Food Dispensers
Miscellaneous Appliances and any other Electric or Refrigerating Equipment

YOU CAN CUT COSTS THROUGH OUR COMPETENT ENGINEERING SERVICE AND STREAMLINED PRODUCTION

Complete wiring harness engineered and produced by United for dual temperature refrigerator.

NU-BLOK, JR. * JUNCTION BLOCK

The ideal block for freezers and refrigerators. Made of thermosetting phenolic, NU-BLOK, JR. combines United's famous "short-proof" splice protection with standard receptacle for plugging in compressor cord, lighting circuit, fan lead, or any other cord. U/I approved for freezers, refrigerators, roasters, furnaces, etc.

Also NU-BLOK junction block (larger, without receptacle) rubber and porcelain lampholders, automatic door switches.

*Trade Mark—Pat. Pending

WRITE for Bulletin ACN

United MFG. and SERVICE CO.
405 SO. SIXTH STREET
MILWAUKEE 4, WISCONSIN

Forum Discusses Sales Training, Hiring--

(Concluded from Page 11, Column 5)
for the salesman to get an order. Frigidaire also provides for dealers manual on the handling and supervision of salesmen, with suggestions on compensation plans. Purpose of this is to help dealers get the best results out of good salesmen, and to retain them.

"A salesman must have tools," Lewis declared, and he described some of the tools which Frigidaire provides for the commercial refrigeration and air conditioning salesman.

Among these are a sales portfolio, carrying complete descriptions of the various products. Then there is the "instant product selection guide," one for air conditioning and one for commercial refrigeration. These guides permit quick surveys of a place of business or type of application, so that the salesman can give a prospect an almost instantaneous briefing on the size and type of equipment he will need.

Another tool is the well-known Frigidaire "Price and Data" book, which has been part of the Frigidaire sales literature for years, and which gives quick information on prices and basic specifications of Frigidaire products.

Another sales tool is a booklet on "Better Selling Demonstrations." This covers such varied subjects as . . . the "why" of air conditioning . . . sales talking points . . . selling tips . . . selected sales sentences . . . answers to objections . . . use of survey forms. Individual books are available for each group of products in the Frigidaire line.

The factory sales training staff, Lewis said, has its own job of "selling" to do in keeping the field organization sold on the training pro-

gram, and in seeing to it that where the man in the field who does the training combines that with another function, that the training part doesn't suffer.

One of the functions of the training personnel is to survey their districts and determine the amount of sales training material needed. The factory then sends this to the district, which in turn distributes it among the dealer organization in its territory.

Following the question period on the talk by Lewis, an open forum session, monitored by Henderson of ACRMA, brought out what some of the other companies in the air conditioning and refrigeration field are doing in the way of sales training.

John R. Hertzler of York Corp. described briefly the schooling in sales engineering given at the York Institute of Refrigeration and Air Conditioning, a separate establishment at the homesite of the company devoted to engineering, sales, and service training.

Another training activity conducted by York is its arrangement with Penn State college for a 5-year combined schooling and working course in industrial engineering.

Hertzler said that information volunteered by distributors showed that the men who took training were generally more productive than those who hadn't. He also said that York had found it beneficial to separate the sales inspirational and product instructional phases of training.

Young sales engineer trainees hired by Worthington Pump & Machinery Corp. are put right to work in the office or in the field, rather than given any preliminary training, declared W. C. Vickery of that organization. But Worthington runs a big over-all training session for those recruits who are ready for such training.

Carl U. Spriggs of Carrier Corp. pointed out that Carrier, which has had training programs for many years, has found that it must combine sales training with engineering training because the nature of the business it does in the field is such that a high degree of technical training is necessary.

However, all men taking Carrier's technical training courses get at least two weeks of straight sales training, covering such matters as fundamentals of selling, mock sales setups, and the like. W. C. Hillen of Carrier, discussing psychological testing of applicants said that there was a high correlation between test results and actual performance after employment by the company. The top 25% in the tests usually turned in the top performance, a middle 50% in the test results showed about an average performance, while the 25% who showed up poorly in tests turned in a poor performance.

Malcolm Bard of Airtemp said his company was trying to use sales training to stimulate the idea of air conditioning being a year-round sales job, and to put over the point that the fall and winter months should be the time for planning future air conditioning sales work.

Bard said that in selecting men for field sales organizations, it is wise to see that the selection techniques are geared to picking men who will be equipped to meet the kind of problems they may encounter in the field.

He gave the example of 25 men

who were selected to sell package air conditioners in New York City. These men were carefully selected with aptitude tests, etc., but after 12 months only one man had turned out satisfactorily. One of the big reasons for the failure was that New York City presents special problems in package air conditioning, because of the many "above ground level jobs," which require an ability to understand some of the special engineering and installation problems that may be involved.

Henry Schmutz of Kelvinator explained that Kelvinator had two principal goals in assisting dealers with their retail sales personnel: (1) helping them to select and keep better salesmen; (2) training the dealer's force to be better salesmen.

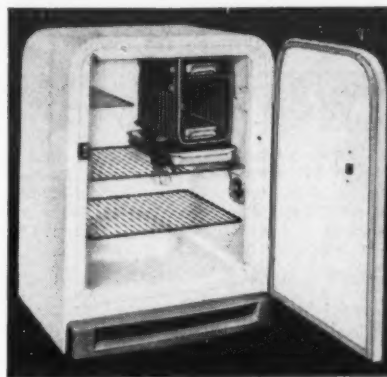
Its guide on better selection procedure is designed to eliminate the "floaters" and to see that the dealer gets a higher caliber man. Concomitant with this is a guide for setting up a sound compensation formula that will give the salesman an income that will compensate for the results he obtains.

In Kelvinator's training program three main courses are followed, covering:

- (1) Principles of selling—the road to a sale.
- (2) Product training.
- (3) Management of salesmen.

"Letting salesmen learn by going through the 'school of hard knocks' is wasting time," Schmutz commented, "if we can find an adequate way of passing along the experiences of others."

Kelvinator has made surveys in three of its principal sales districts which show that those who took sales training were selling 32% more volume than those who had not.



Frigidaire Small Models--

(Concluded from Page 1, Column 4)
breakable aluminum storage tray is standard equipment for storing meats or extra ice cubes.

The one-piece food compartment is finished in porcelain with acid-resisting porcelain on the bottom to prevent stains from fruits and other foods. The exterior is finished in Dulux.

One-piece all steel construction is used in the cabinet which is heavily insulated to keep cold in and heat out.

Two auxiliary flat tops are also offered with the new model at slight extra cost. An acid-resisting porcelain top is designed as a kitchen work surface and brings the height to 36 in., matching standard kitchen cabinets.

A Dulux finished top for under sink installation is also available and does not increase the height.

The new model is powered by a Meter-Miser compressor with a five-year protection plan.

Wilson Territory Change--

(Concluded from Page 1, Column 2)
the appointment of Glenn E. Carman, Charles A. Waterman, Paul T. McCormack, and Paul Groom as sales representatives in charge of new territories.

Glenn E. Carman has been assigned to the territory covering North and South Carolina. Prior to his association with Wilson Refrigeration, he was with the Frick Co. in Waynesboro, Pa. and with International Harvester where he was district refrigeration representative in Richmond, Va.

The state of Illinois has been assigned to Charles A. Waterman who comes to the Wilson Co. from Dairy Equipment Co. in Madison, Wis.

Paul T. McCormack has been assigned to the territory including Ohio and western Pennsylvania. He was previously associated with Johns-Manville and the Joseph Woodwell Co. and the McCune Co. where he was manager of their refrigeration division.

The territory covering Iowa, Nebraska, Missouri, and Kansas has been assigned to Paul Groom who has been associated with Wilson Co. for several years.

According to Davis, additional territories are being assigned and opportunities for new personnel in the field are available.

LaRocca Promoted by Levy

NIAGARA FALLS, N. Y.—Earl C. LaRocca has been appointed manager of the appliance department of Levy Bros. Furniture Co. He had been a member of the company's home furnishings sales staff.

G-E 1950 Line--

(Concluded from Page 1, Column 3)
for lower-than-zero temperatures is located inside the packaging compartment to keep it out of reach of children.

The freezer has three storage baskets, a key-type lock in the latch of the insulated lid, an automatic interior floodlight, a thermometer, and a warning light which indicates if the temperature in the freezer is too high or too low or if the current is interrupted.

The new combination refrigerator-home freezers have the same basic features and storage capacity as the deluxe combination models. Miller emphasized. The larger, designated the NJ-10, and the smaller, the NJ-8, both have two separately refrigerated, completely insulated compartments, each with its own door and own control.

The temperature of the upper compartment is maintained at zero for the freezing and long-term storage of food. The lower compartment, used for normal fresh-food storage, has a high humidity which is said to make it unnecessary to cover foods. An automatic temperature regulating device eliminates the need for defrosting in the lower compartment.

Certain features of the deluxe refrigerator-home freezer combinations, such as butter conditioner and chrome scuff plates, Miller said, have been eliminated in the new models to make the lower price possible.

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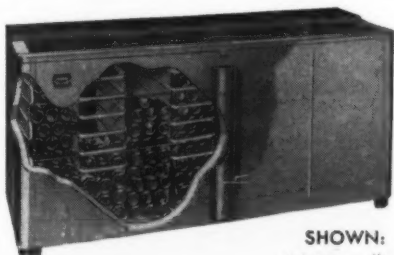
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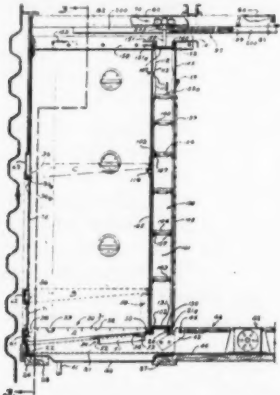
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PATENTS

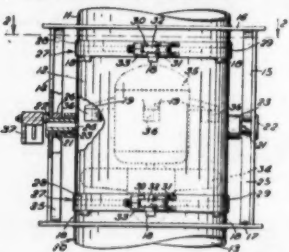
Week of June 28
(Continued)

2,474,563. **CONVERTIBLE ICE BUNKER.** Herbert J. Wieden, Los Angeles, Peter C. Traphagen, Pasadena, and Elliot F. Stoner, Los Angeles, Calif., assignors, by mesne assignments, to General American-Durysa Corp., Chicago, Ill.



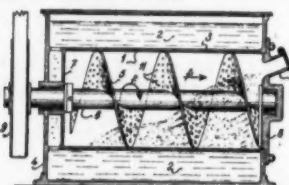
1. In a refrigerator car structure, or the like which has a floor, roof and side and end walls, a movable transverse bulkhead, and means for securing the bulkhead in a transverse plane spaced from the end wall in a bunker forming position dividing the car interior into a load compartment and an ice bunker between that compartment and the end wall; the combination of means supporting the bulkhead in the car structure for movement longitudinally between the end wall and the bunker forming position and for longitudinal movement from the bunker forming position into the load compartment, said supporting means incorporating a pivotal mounting for the bulkhead whereby the bulkhead may be swung from a position in a transverse plane into a position out of that plane to afford access to the ice bunker from the load compartment, an ice grate, means for securing one edge of the ice grate on the car end wall, means for supporting the opposite edge of the ice grate on the bulkhead when the latter is in its bunker forming position, and means for locking the bulkhead to the last mentioned supported edge of the ice grate to prevent movement of the bulkhead into the load compartment.

2,474,511. **MOUNTING OF FAN UNITS IN VENTILATING SHAFTS.** Thomas Wylie, Twickenham, England.



1. A ventilating system including a ventilating shaft comprising an intermediate portion and adjacent portions two side plates connected by apertured top and bottom plates within which the adjacent portions of the shaft are secured, a stud shaft projecting inwardly from each side plate towards the intermediate portion of the ventilating shaft, and diagonal ribs on each side plate meeting in a central bush surrounding the corresponding stud shaft.

2,474,730. **ICE-CREAM MACHINE WITH PERFORATED SCREW AGITATOR.** Gustave Henry Georges Espinas and Jean Paul Charles Espinas, Ales Gard, France. Application June 5, 1946, Serial No. 674,598. In France April 18, 1946. 3 Claims. (Cl. 62-114.)

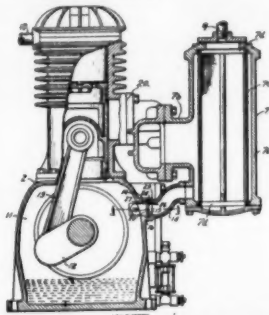


1. In a machine for producing ice cream, a single stirring member constituted by a screw conveyor, a cylindrical chamber enclosing exactly said screw, means for rotating said screw inside said

chamber, and common means for feeding the ice cream into and out of one end of said chamber, through the chamber wall.

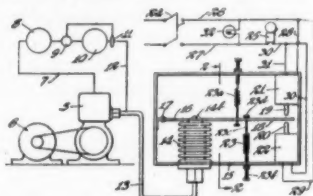
Week of July 5

2,474,892. **EQUALIZING CHECK VALVE FOR COMPRESSORS.** Walter L. Eobert, Omaha, Neb., assignor to Baker Refrigeration Corp., a corporation of Nebraska. Application Jan. 27, 1944, Serial No. 519,953. 5 Claims. (Cl. 62-115.)



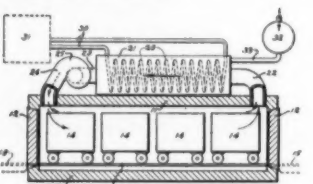
1. An apparatus of the character described including refrigerant compressor having a source of lubricant supply, a refrigerant condensing and expansion apparatus respectively connected with the discharge and suction connections of the compressor, a flow connection between the suction side of the compressor and the source of lubricant supply for returning lubricant carried with the refrigeration medium circulated by the compressor to the source of lubricant supply, and a valve, means supporting the valve in the flow connection to prevent flow of lubricant in the direction of the suction connection of the compressor, said valve being arranged for passing vapor from said lubricant supply responsive to suction of the compressor.

2,475,069. **WARNING DEVICE FOR REFRIGERATORS.** Delos E. Wood, St. Paul, Minn. Application Nov. 9, 1946, Serial No. 627,649. 1 Claim. (Cl. 177-311.)



A warning device for a refrigerant system which includes a compressor, a condenser and an evaporator, comprising a fluid pressure responsive means consisting of a bellows, pressure tubing connecting said bellows to the low pressure part of said refrigerant system between said evaporator and said compressor whereby said bellows is operative in response to variations in the pressure in the low pressure side of the system, an electric circuit including a warning signal and a pair of switches connected in parallel therewith, said switches being located on opposite sides of an arm member attached to the free end of said bellows, the other end of said bellows being fixedly supported by a frame which also carries said switches, each of said pair of switches including an actuating member which closes said switch to energize said warning signal when contacted and moved by said arm member, a pair of spring members, each connected to said arm member and to said frame, tension adjusting means associated with each of said spring means operative to vary selectively the upper and lower limits of pressure in the low pressure side of said refrigerant system beyond which limits the said switches are closed by said arm member to energize said warning device.

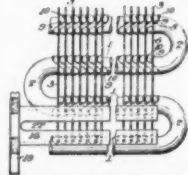
2,475,077. **QUICK REFRIGERATION SYSTEM.** Gilbert E. Clancy, San Bernardino, Calif., assignor to Drayer-Hanson, Los Angeles, Calif., a copartnership. Application Aug. 13, 1945, Serial No. 610,492. 4 Claims. (Cl. 62-173.)



1. The method of preserving animal and vegetable produce, said method comprising the steps of rapidly freezing the produce by circulating a gaseous fluid over a fluid cooling element and over the produce in a freezing chamber, the pressure of said circulated fluid being substantially

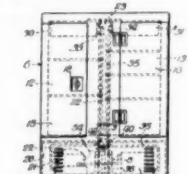
greater than atmospheric pressure, and removing the produce in frozen condition from the freezing chamber.

2,475,187. **METHOD OF PRODUCING CONDENSERS OR THE LIKE.** Israel Kramer, Trenton, N. J., assignor to Kramer Trenton Co., Trenton, N. J., a corporation of New Jersey. Application Feb. 20, 1945, Serial No. 578,906. 3 Claims. (Cl. 29-157.3.)



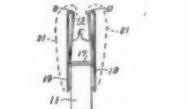
1. A method of producing an apparatus of the character described which includes the following steps: providing a tube of sinuous form with substantially straight parallel portions; providing a group of fractional fin units having each of two opposite edges provided with a recess shaped for thermal contact with opposed surfaces of a single pair only of said straight portions of a tube; forming on at least one of the other edges of the units a recess adapted to supplement said first named recesses for cooperation with a device for automatically arranging said units in parallelism and alignment; depositing the group of units in a magazine having such a device; causing relative movement of the magazine with the group of fins carried thereby and the tube in a direction parallel to the straight portions of the tube to locate the said group of units between and in thermal contact with said pair of straight tube portions; and repeating the last two steps with respect to additional groups of such units and adjacent pairs of straight tube portions for causing adjacent opposed units to embrace with thermal contact substantially the whole circumferences of said straight tube portions.

2,475,254. **ROUND REFRIGERATOR.** Delbert A. Risor, Fairfield, Iowa. Application May 11, 1945, Serial No. 593,211. 3 Claims. (Cl. 62-89.)



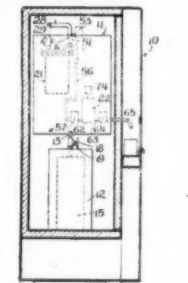
1. A refrigerator comprising a food storage body unit, a base unit for said body, refrigerating mechanism connected with one of said units, refrigerant supply means connected with said refrigerating mechanism and arranged to cool said body unit, and pivotal means interposed between said units, to support said body unit for rotation relative to said base unit comprising hollow coating bearing members extending between said units, at least one of said hollow bearing members providing a housing for said refrigerant supply means.

2,475,466. **FROST COLLECTING APPARATUS FOR USE ON REFRIGERANT EVAPORATORS.** Nicholas Aches, Detroit, Mich. Application Oct. 4, 1947, Serial No. 777,925. 1 Claim. (Cl. 62-1.)



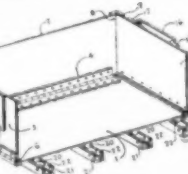
A defroster-booster for the exposed edge of a refrigerated partition comprising, a piece of sheet metal bent to form an elongated web strip adapted to fit on and along the exposed edge of the partition and having reversely bent folds extending along opposite edges of said web strip and projecting to opposite sides thereof for gripping the edge of a refrigerated partition at one side while extending away from the partition at the other side.

2,475,511. **BEVERAGE DISPENSING SYSTEM.** Ralph A. Nicholson, Chicago, Ill., assignor to Raymond T. Moloney, Chicago, Ill. Application March 26, 1942, Serial No. 436,287. 19 Claims. (Cl. 225-21.)



1. Apparatus for dispensing a carbonated beverage comprising means providing a cooling medium, a measuring chamber cooled by said medium, a normally closed vessel, connection including normally closed inlet valve means between said vessel and chamber, means for supplying beverage under gas pressure to said vessel, automatic regulating valves means interposed between said supplying means and vessel to admit quantities of fluid to the latter when the pressure condition therein drops to a predetermined value, means for venting said vessel and chamber, and means for dispensing beverage from said chamber, and control mechanism for effecting operation of said venting means, said dispensing means, and said inlet valve means in the order named.

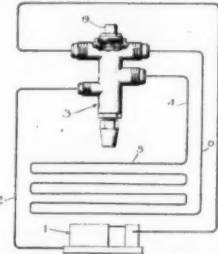
2,475,513. **COLLAPSIBLE REFRIGERATED TRAY.** Thomas L. Peckinpah, Downey, Calif., assignor to Transit Freeze, Inc., Reno, Nev.



1. A collapsible tray comprising a bottom, a rear wall, a pair of side walls,

hinges connecting said rear and side walls to said bottom, angle members secured to the vertical edge of each side wall adjacent the vertical edges of said rear wall and coextensive thereof, a portion of each of said angle members being directed inwardly over the back surface of said rear wall, latch means secured to each of the inwardly directed portions of said angle members, and latch engageable means secured to said rear wall.

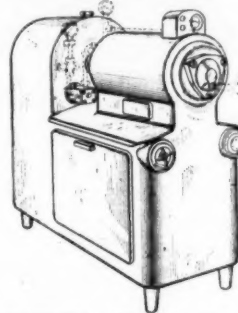
1944, Serial No. 538,574. 15 Claims. (Cl. INCLUDING VALVE CONTROLS. Monroe Seligman, Passaic, and Cleveland A. Sewell, Newark, N. J. Application June 3, 1944, Serial No. 538,574. 15 Claims. (Cl. 62-8.)



1. In a refrigerating system, the combination with a liquid refrigerant line, an evaporator and a vapor return line, of means for controlling the refrigerant flow from the liquid line to the evaporator in accordance with the temperature and pressure conditions at a point in the vapor return line, and means for modifying the action of said first means in accordance with the temperature conditions at another point in the system.

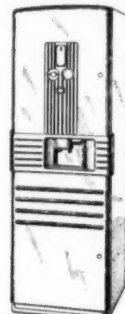
DESIGNS

154,364. **DESIGN FOR A COMBINATION COOLER AND FREEZER.** Arthur H. Boileau and Charles J. Rayman, Cedar Rapids, and Hershel W. Miller, Davenport, Iowa, assignors to Cherry-Burrell Corp., Chicago, Ill., a corporation of Delaware. Application Nov. 21, 1947, Serial No. 142,700. Term of patent 14 years. (Cl. D67-2.)



The ornamental design for a combination cooler and freezer, substantially as shown and described.

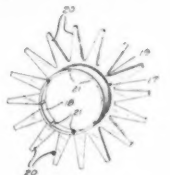
154,444. **DESIGN FOR A CABINET FOR BEVERAGE VENDING MACHINE.** John Vassos, Norwalk, Conn., assignor to Mills Industries, Inc., Chicago, Ill., a corporation of Illinois. Application July 3, 1947, Serial No. 140,083. Term of patent 14 years. (Cl. D62-3.)



The ornamental design for a cabinet for beverage vending machine, as shown and described.

Week of July 12

2,475,604. **HEAT EXCHANGE APPARATUS.** Martin Frisch, New York, and John Blizard, Garden City, N. Y., assignors to Foster Wheeler Corp., New York, N. Y., a corporation of New York. Application Nov. 2, 1943, Serial No. 508,668. 6 Claims. (Cl. 257-262.16.)

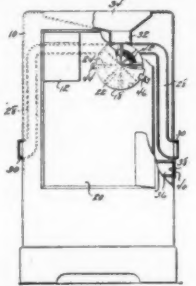


1. An extended surface element for a tubular member of a heat exchange device comprising a metallic hub adapted to be mounted on and welded to the tubular member and a plurality of projections in heat exchange relationship with and extending outwardly from the hub, the hub having a plurality of grooves in its inner peripheral portion circumferentially spaced from one another around said periphery and extending substantially parallel to the axis of the hub, the number, size and depth of said grooves being such as to provide areas of local weakness in the hub into which metal of the hub expands during welding and such that the hub can be forced against the tubular member without deformation of adjacent parts of the hub.

2,475,615. **REFRIGERATOR AND AIR CONDITIONER.** Richard E. Houting, Albany, N. Y. Application Oct. 25, 1943, Serial No. 507,571. 1 Claim. (Cl. 62-89.)

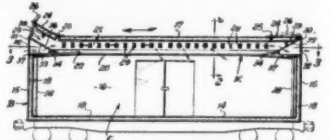
In a refrigerator having a chamber provided with an evaporator cooler, a fan housing adjacent the top of the refrigerator communicating with said chamber and a screened inlet communicating with the outside atmosphere through the wall of the refrigerator, a door on said housing adapted to seal said housing from said chamber during normal operation of said refrigerator, an air inlet duct placing the chamber in communication with the atmosphere and having a door to control admission of air thereto, a plurality of air outlet ducts from the

fan housing to the atmosphere, certain of which pass downwardly and outwardly through the side walls of the refrigerator



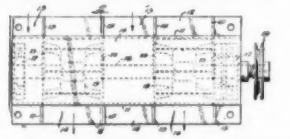
and another through the top, the outlet duct at the top being fanned through-out the greater width of the top, and a motor driven fan in the fan housing.

2,475,715. **REFRIGERATOR CAR.** James P. Mull, Los Angeles, Calif.



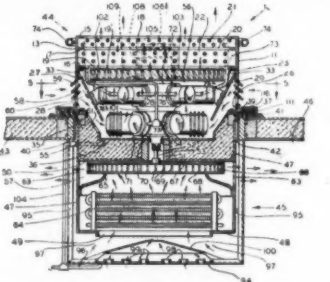
1. In a refrigerator car having a body; a bunker for block ice beneath the extending lengthwise of the roof of said body; hatches in said roof at the ends thereof leading to the ends of said bunker and through which block ice can be loaded into the bunker; said hatches having bottom walls inclined downwardly to the ends of said bunker down which block ice can be slid to the bunker.

2,475,751. **FAN CONSTRUCTION.** Charles L. Moorman, Millington, Ill., assignor to Union Asbestos & Rubber Co.



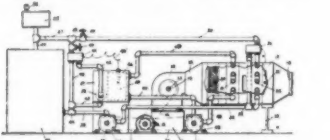
1. A fan construction for railway cars and the like comprising an elongated housing having staggered inlet and outlet openings in its opposite sides, a shaft extending longitudinally through the housing, a plurality of sets of substantially radial fan blades carried by the shaft in register with the outlet openings, and the housing being formed with outwardly extending fins at the opposite sides of the inlet and outlet openings to guide the air and to reinforce the housing.

2,475,841. **AIR CONDITIONING UNIT.** Frederick M. Jones, Minneapolis, Minn., assignor, by mesne assignments, to U. S. Thermo Control Co., Minneapolis, Minn.



6. In an air conditioning unit, a vertically-disposed chamber adapted to be extended outside the top wall of a truck compartment or room, a horizontal floor to said chamber having therein a depressed portion with sloping side walls, a radially-disposed multi-cylinder compressor supported upon said floor within the depressed portion, a radially-disposed multi-cylinder gas engine supported upon the compressor, a skirt with sloping walls inside the chamber on all sides of the chamber forming with said first named sloping side walls passageways directed to the bottom of the compressor, and openings through all side walls of the chamber communicating with said passageways, the top of said chamber being open, whereby convection currents induced by the heat of the compressor and motor will be caused to flow through the passageways to the bottom and about the compressor and the motor to discharge heat from the chamber.

2,475,853. **AIR CONDITIONING SYSTEM.** Orion Otis Oaks, Summit, N. J., assignor, by mesne assignments, to Thermal Liquids, Inc., New York, N. Y.



In an air conditioning system employing tetraaryl ortho silicate as the heat transfer medium, means for heating the heat transfer medium, absorption type means for cooling the heat transfer medium including a generator, a housing, coils in said housing, means for circulating air through said housing over said coils, means for connecting said heating means to one of said coils, means for connecting said cooling means to another of said coils, means for connecting said heating means to said generator of said cooling means, a thermostatically controlled by-pass means by-passing the heated heat transfer medium around the heated coils and responsive to the temperature of the air passing through the heated coils, thermostatically controlled by-pass means by-passing the heated heat transfer medium around said generator and responsive to the temperature of the cooled heat transfer medium, said means for connecting said heating means to one of said coils and said means for connecting said heating means to said generator of said cooling means forming a closed system including an expansion tank positioned above and adjacent to said heating means and connected to the supply side thereof, normally closed pressure and vacuum relief means connected to said expansion tank and a circulating pump for the heated heat transfer medium connected in said closed system adjacent the return side of said heating means.

(To Be Continued)

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Penn Book Attempts To Clarify Thinking on Use of Controls In Compliance with Code

GOSHEN, Ind.—Neither the National Electrical Code nor any city electrical code known to Penn Electric Switch Co. prevents the use of the Penn 2-pole heavy-duty controls with manual starter on refrigeration condensing units, the company asserted recently in a special bulletin to the industry.

The bulletin is intended to clarify the thinking of many servicemen who do not understand the recommended use of the controls and therefore have come to believe that their local codes prohibit them.

Copies of the bulletin are available on request to Penn. It is entitled, "Here Are the Facts About Code Requirements on the Automatic Control of Refrigeration Condensing Units."

The four-page bulletin attempts to explain fully how the Penn Type 270 series controls operated and complies with all code requirements.

It starts out with a review of some electrical fundamentals on motor overload protection, cites the situa-

tion in the industry at the time of the introduction of these controls in 1947, and tells what the common practice had been.

The company then points out how its development of a 2-pole structure capable of handling large amounts of current dependably affected the situation. It goes into detail on what a manual starter consists of, the monetary advantages of using it, and the misunderstandings concerning code requirements on its use.

The manufacturer at this point notes that most cities follow the national electrical code. So the bulletin cites chapter and verse from the national code on the requirements for motor overcurrent protection, showing that manual starters are not prohibited.

It concludes on the note that the practice of using manual switches as motor controllers is new only to the refrigeration industry and has been used for many years by other major industries.

Kerotest Catalog Lists Changes and New Items

PITTSBURGH—Changes in prices and some catalog numbers as well as the listing of three new items mark the new catalog of refrigeration valves and fittings issued recently by Kerotest Mfg. Co. located here.

Designated as No. 49-R, the new catalog lists the full refrigeration line of Kerotest, including the recently introduced three-way straight-through valve, a new forged one-piece manifold, and a forged globe valve. Kerotest claims to be the only producer of a completely forged globe valve.

Under the heading of "Engineering Information," the catalog also gives general data relating to valve application.

Warm Air Group Schedules 36th Annual Convention In Cleveland Dec. 14-15

CLEVELAND—The 36th annual convention of the National Warm Air Heating & Air Conditioning Association will be held at the Hotel Cleveland here on Dec. 14 and 15, Atlee Wise, president, announced recently.

A highlight of the convention will be a description of *House Beautiful's* climate control project by Miss Elizabeth Gordon, editor of the magazine. Purpose of the project is to furnish data on the variety of climate conditions in the country so that houses might be designed to fit the climate and thus reduce strains and stresses on man and materials.

Helping Miss Gordon present the story of this project will be Dr. L. P. Herrington, director of research for the John B. Pierce Laboratory of Hygiene and research associate professor in public health at Yale university; James M. Fitch, architectural editor of *House Beautiful*; and Henry N. Wright, who is an architect and consultant.

Another feature will be an address by Sen. Robert A. Taft.

There is no registration charge for members of the association. Registration fee for non-members is \$15 for manufacturer representatives, \$10 for distributor representatives, and \$5 for dealer representatives.

RSES Leaflet Promotes Convention and Show

BROOKLYN—To publicize the Refrigeration Service Engineers Society convention at Atlantic City during the week of the All-Industry Refrigeration and Air Conditioning Exposition, James H. White, publicity chairman for the society, recently sent quantities of a two-color leaflet to various wholesalers in the east for distribution.

The leaflet invited servicemen to attend the big event in the following words: "Refrigeration men—remember! It's Atlantic City in November! Or no matter how you get there, don't miss the 12th annual RSES convention. Headquarters: Hotel Ambassador.

"The 6th All-Industry Refrigeration and Air Conditioning Exposition. Nov. 13 to 18, 1949. Bring the Ladies. Daily interesting programs arranged. Official annual banquet Nov. 15. Dinner-dance-entertainment."



New Branch Managers



JOHN J. HARTNETT HAROLD D. BATES RUSSELL R. GALLOWAY

Owens-Corning Appoints Bates, Galloway, Hartnett To Head Sales Offices

TOLEDO—Appointment of new branch managers to head the Fiberglas sales offices in New York City, Chicago, and Detroit has been announced in Toledo by Ben S. Wright, vice president of Owens-Corning Fiberglas Corp.

Named branch manager in New York City was Harold D. Bates, formerly (1944-1949) general merchandising manager of Philip Carey Mfg. Co., Cincinnati. Prior thereto (1933-1944) he was in sales, advertising, and merchandising work in New York City with Johns-Manville Corp. Previously (1921-1933), he was advertising manager of Meyerhauser Sales Co., St. Paul.

He has served as chairman of the advertising committee of the Asphalt Roofing Industry Bureau and as chairman of the publicity committee of the National Mineral Wool Association.

Russell R. Galloway was appointed

manager of the Chicago branch office. Galloway was formerly (1941-1943) president of Smith Asbestos Co., Milington, N. J., and earlier was vice president of Certain-teed Products Corp. He is a graduate of Lombard college, Galesburg, Ill.

John J. Hartnett was named manager of the Detroit branch office. He was formerly (1946-1949) general sales manager of the Certain-teed Products Corp., and prior thereto (1927-1946) he was a district and division manager of United States Gypsum Co. He is a graduate of Loyola university, Chicago.

Buffalo Forge Profit Down For Quarter Ended Aug. 31

BUFFALO—Buffalo Forge Co. and subsidiaries reported a net profit of \$382,628 equal to \$1.18 a share after provision for U. S. and Canadian income taxes, for the quarter ended Aug. 31.

This compared with net profit of \$569,132 or \$1.75 a share for the quarter ended May 31, 1949, and net profit of \$402,706 or \$1.24 a share for the quarter ended Aug. 31, 1948.

Dept. Store Sales Drop 12% In Week Ending Oct. 8

WASHINGTON, D. C.—A drop of 12% in department store sales for the week ending Oct. 8 as compared with the corresponding week last year was reported recently by the Federal Reserve Board.

The declines ranged from 1% in the San Francisco district to 17% in the Cleveland district. Percentage declines in other districts were as follows: Minneapolis 5, Boston 8, Atlanta and Dallas 9, St. Louis 10, New York 11, Philadelphia 13, Richmond and Chicago 15, and Kansas City 16.

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EVAPORATIVE CONDENSERS

HI-PEAK WATER COOLERS

FREON SHELL AND TUBE CONDENSERS

FREON SHELL AND COIL CONDENSERS

BLO-COLD INDUSTRIAL UNIT COOLERS

ACME INDUSTRIES INC.

JACKSON, MICHIGAN

Representatives in principal cities

CLASSIFIED ADVERTISING

RATES for "Positions Wanted" \$5.00 per insertion. Limit 50 words. 10¢ per word over 50.

RATES for all other classifications \$7.50 per insertion. Limit 50 words. 15¢ per word over 50.

ADVERTISEMENTS set in usual classified style. Box addresses count as five words, other addresses by actual word count. Please send payment with order.

POSITIONS WANTED

REFRIGERATION SERVICE engineer: 16 yrs. experience. Desires year-round job in South or Southwest. Last 3 yrs. refrigeration contractor, licensed and bonded by City of Detroit. Vast experience on new supermarket layouts and installations. Also all other commercial refrigeration and air conditioning. Have 1949 Ford and complete set of tools. BERNARD GARRETT, 3701 Hamilton, Apt. 305, Detroit 1, Mich.

POSITIONS AVAILABLE

EXPERIENCED SALES representative having established refrigeration and air conditioning contractor clientele to act as manufacturer's agent for national manufacturer of high side equipment. Attractive territories available. Write BOX 3324, Air Conditioning & Refrigeration News.

MANUFACTURER'S REPRESENTATIVES wanted by large nationally known manufacturer of low side refrigeration equipment. We have several territories open for aggressive salesmen who are acquainted with and can sell the refrigeration supply jobbers and distributors in your territory. BOX 3333, Air Conditioning & Refrigeration News.

MANUFACTURER'S AGENT, North and South Carolina, commercial refrigeration low sides. Start now to be ready for big spring sales. Opportunity to increase earnings with a top ranking line. State lines handled in first reply. BOX 3335, Air Conditioning & Refrigeration News.

EQUIPMENT WANTED

SELL YOUR surplus dies. We want any dies for notching, blanking, drawing that are in good condition. Write BOX 3336, Air Conditioning & Refrigeration News.

EQUIPMENT FOR SALE

WHOLESALE SEALED unit exchange and rebuilding. We will rebuild and convert your unit to "Freon-12." One year guarantee. Write for price list and shipping instructions. ADVANCE REFRIGERATION COMPANY, 829 East McNichols Road, Detroit 3, Michigan.

WATER VALVES—Penn & Electric—1/4" \$4.50, 1/2" \$5.00, 3/4" \$6.50, 1" P.T. Pressure controls, Penn—range 20" to 50", differential 5# to 25#. Low—260AP01 \$4.50, 270 \$5.50, LS \$5.00, Dual—261AP01 \$5.50, 270 \$6.00, LSP \$6.00. Thermostatic expansion valves—Detroit—"Freon" 55 & methyl 40 #673—3/4" x 1/2" SAE \$4.50, #893—1/4" x 1/2" SAE \$4.00. B & D ELECTRIC COMPANY, 401 East 145th Street, Bronx 55, New York, CYPRESS 2-8914.

SOLENOID VALVES. Various makes and sizes. Brand new at less than manufacturer's cost. BIMEL CO., Cincinnati, Ohio.

COMPRESSORS "FREON." 11 Westinghouse RW25 (25 H.P.), 4 condensers, RW705, for 4 of above compressors. All used. Offer at bargain. NATKIN & COMPANY, St. Louis.

EIGHT 7 1/2 HP water-cooled Copeland condensing units less starters, with or without motors in original crates. Five UDF-169 American Coil conditioners in original crates. Reasonable offers will be accepted. RELIABLE MACHINE WORKS, INC., 238 Eagle Street, Brooklyn, N. Y.

USED ICEBERG locker plant, 60 drawers, each 6 cubic ft. Entirely self-contained unit. Locker renter does not have to go in cold room. Excellent for small town plant or large market or apartment house. In excellent condition, reasonably priced. Write: ALFRED L. SCHWALBE, 355 Jefferson Street, Winchester, Virginia.

FLARE-SWEAT fittings. Prices per 100. 1/4" flare nuts short \$4.50, 1/2" flare nuts short \$12.00, 3/4" x 1/4" flare union \$4.95, 1/4" x 1/4" half union \$4.95, 1/2" x 1/4" adapters \$14.95, 1/4" flare cap nuts \$2.95, 1/2" flare cap nuts \$6.95, 3/4" flare cap nuts \$7.95, 1/4" pipe straps 80¢, 3/4" sweat couplings \$2.95, 1/2" sweat couplings \$2.95, 3/4" x 1/2" red. couplings \$5.95, 1 1/2" sweat couplings \$7.95, 1 1/2" x 1 1/4" sweat tees \$25.00, 3/4" x 1/2" sweat tees \$4.95, 1/2" x 1/4" sweat tees \$9.95, 3/4" x 1/4" sweat reducers \$4.95, 1 1/2" x 1/2" reducing couplings \$4.95. All items brand new. TRACO INDUSTRIAL CORPORATION, Dept. 16, 455 West 19th Street, New York 11, N. Y.

EXPANSION VALVES. Detroit #786 3-6 tons, "Freon" \$5.00. Detroit #894 1/2 ton "Freon" non-adjustable low temperature \$1.95. Sporlan 1 ton high temperature \$4.00. Electric Power products 1/4 ton \$2.95, 1/2 ton \$3.25, 1 ton \$4.00, and 2 ton \$4.00. All "Freon" or CHCl with 3/4" inlet—1/2" outlet. Also T-102 CHCl or "Freon" 1/2 ton non-adjustable low temperature \$0.49. Alco TCLOF "Freon" 2 ton \$4.00, TCG-6M CHCl 4 tons \$4.50, TCLZF "Freon" 5 tons \$5.00. TCLOM CHCl 4 ton \$4.50. TILF "Freon" 3 ton \$4.25. All material new and shipped F.O.B. New York. TRACO INDUSTRIAL CORPORATION, Dept. 16, 455 West 19th Street, New York 11, N. Y.

TECUMSEH COMPRESSOR bodies, model 2300 1/2 H.P. twin cylinder, complete with flywheel and service valves, \$18.50. Guaranteed brand new. Send for free folder. Shipped F.O.B. New York. TRACO INDUSTRIAL CORPORATION, Dept. 16, 455 West 19th Street, New York 11, N. Y.

SERVEL HERMETIC units. Model L2-BAIC 1/2 H.P. "F-12." Complete with receiver. \$53.10. Model H2EAIC 1/2 H.P. "F-12." Complete with receiver. \$53.10. Faraday alarm system complete with trickle charger—Rancostat—neon bulb and holder. \$3.25. All items brand new. Send for free folder today. TRACO INDUSTRIAL CORPORATION, Dept. 16, 455 West 19th Street, New York 11, N. Y.

UNIVERSAL HERMETIC units, model S13L-1 1/2 H.P., \$49.50. Guaranteed brand new! Send for free folder. Shipped F.O.B. New York. Order now! TRACO INDUSTRIAL CORPORATION, Dept. 16, 455 West 19th St., New York 11, N. Y.

KRAMER TRENTON Thermobanks. TV-75 complete with blower, Thermobank, solenoid, Tork clock, heat exchanger and

strainer \$95.63. Combination #07 system, including two blowers, 1 B10 Thermobank, solenoid, Tork clock, heat exchanger and strainer \$175.00. Brand new. TRACO INDUSTRIAL CORPORATION, Dept. 16, 455 West 19th Street, New York 11, N. Y.

McINTIRE CONNECTOR driers and cartridges #200 drier shell 1/2" OD and 3/4" OD \$8.00 ea. Activated alumina cartridge refills #200 and #300—\$2.00 ea. Brand new. TRACO INDUSTRIAL CORPORATION, Dept. 16, 455 West 19th Street, New York 11, N. Y.

MINNEAPOLIS-HONEYWELL—Polartron type L480BX7A3A3 range 65 to 95 with 5 ft. copper extension. Brand new. \$4.00 ea. TRACO INDUSTRIAL CORPORATION, Dept. 16, 455 West 19th Street, New York 11, N. Y.

HEAT EXCHANGERS, Kramer Trenton model TH75 and TH100 \$3.00 each. Electric Products, heat exchanger model 50-C48 \$2.50 each. Brand new. TRACO INDUSTRIAL CORPORATION, Dept. 16, 455 West 19th Street, New York 11, N. Y.

FOR SALE: 20 ton Worthington ammonia refrigeration unit used approx. 2500 hours. Includes 6 x 6 compressor with 30 HP electric motor, condenser, receiver, water cooler, pumps, accessories and controls. Address all inquiries to P.O. BOX 133, Buffalo 5, N. Y.

FRANCHISES AVAILABLE

DEALERS WANTED to sell the Rock-Freeze home freezer. This is a heavy duty 18 cubic foot freezer with a General Electric unit. Dual baked enamel. Blue or white. Retail for \$369.00. We pay the freight. Manufactured by WELTY REFRIGERATION CO., Rockford, Illinois.

BUSINESS OPPORTUNITIES

FOR SALE: Commercial and domestic refrigeration and appliance, television, year and service. Gross business \$60,000 yearly. Two new trucks, shop equipment and good franchises. 50 miles from New York City. Reason for selling, other interests. BOX 3334, Air Conditioning & Refrigeration News.

SCHOOLS

INCREASE YOUR earning power. Enroll now in Universal Trades School 34 week course in refrigeration and air conditioning. Balanced program of theory and shop taught by twelve full-time instructors. Approved for veteran training. Write for details and starting dates. UNIVERSAL TRADES SCHOOL, 3600 North 24th Street, Omaha 10, Nebraska.

DETROIT AIR Conditioning Institute is accepting applications for enrollment in fall term classes starting October 25. Fully GI approved courses in air conditioning, refrigeration, heating, ventilating, sheet metal layout, heat pump engineering. Write for free information. DETROIT AIR CONDITIONING INSTITUTE, Dept. D, 4125 Grand River, Detroit 8, Michigan.

MISCELLANEOUS

NORGE SEALED units remanufactured and exchanged. Immediate delivery from stock. 1 year guarantee. Write for prices and shipping instructions. Complete Norge engineering service. 22 years experience. MODERN REFRIGERATION CO., INC., 12541 E. McNichols Road, Detroit 5, Michigan.

Hotpoint Appliance Lineup for Coming Year



ABOVE LEFT: Pushbutton range. ABOVE RIGHT: 11-cu. ft. freezer. BELOW LEFT: Refrigerator has butter container in door. BELOW RIGHT: Automatic dishwasher.

Pushbutton Range Has Medium Price--

(Concluded from Page 1, Column 2) used on a medium-priced refrigerator, it was claimed.

The EF8 and EF10 are 8 and 10-cu. ft. combination refrigerator-freezers. They have individual storage and freezer compartments with separate doors, "yet they are priced competitively with single door models," according to Hotpoint. Aluminum shelves, a plastic food basket, and three ice trays are other features. Toe strips on the 1950 model refrigerators are white.

The model EK11 freezer has three food baskets on supporting rails, a warning light, and a locking latch. A separate compartment provides storage space for packaging and wrapping materials used in freezing foods.

In announcing the 1950 ranges, Fred J. Walters, vice president, said that the new pushbutton will be a companion model to the company's two top deluxe pushbutton ranges which will continue as the top models with added features.

The outstanding change of the two deluxe pushbutton ranges will be a new 1,600-watt "instant heat" Calrod unit designed for highest cooking.

Engineers said that this unit is 20% faster than any utility unit in use on any domestic range today. Under tests it boils a pint of 60° water in four minutes.

This unit is standard on the RD-7 double oven range and the single oven model RD-6. Both have pushbutton controls that light up in different colors to show settings of four surface units and ovens.

The RD-6 model has a raisable deep well cooker Calrod unit to increase flexibility by conversion to a fourth surface unit.

Hotpoint's 1950 range line is rounded out by three conventional models with switch controls for surface units and two apartment house models, one with four surface Calrod units, the other with three.

The new pushbutton range model RC14 which, for the first time, brings this advanced design to the medium priced range field, has a compact panel on the right side of the back-splasher where the pushbuttons are in banks of four.

Each button has a colored signal light beside it on the panel. The back-splasher lights the cooking sur-

face from a fluorescent lamp and it is designed to tilt forward for easier servicing.

Other innovations on this new model include a chromium boiling rack, three large storage drawers, in addition to a clock-controlled automatic oven and two convenient electric outlets.

Advancements that have been made on the entire 1950 line include a new porcelain enamel finish on the work surfaces of all models.

Complete flexibility and best performance of the oven under all conditions and temperatures is assured by the design of oven vents which are double the size of those used on former models.

The new automatic dishwasher was developed to meet the sharply increased demand for automatic appliances resulting from the accelerated apartment house building program, according to the manufacturer.

The machine is built into a complete sink equipped with a new faucet that allows the housewife to control water temperature and volume by a single lever.

The new MCP13 has a motor and pump that empty the water from the dishwasher into the sink drain pipe. This eliminates special plumbing connections when the dishwasher is installed in the kitchen.

Hotpoint's new short Disposall can be installed in the sink of the dishwasher unit, making a packaged cleanup center for kitchens. The short Disposall permits installation in kitchens where present plumbing would not fit a larger model.

The housewife now can control the faucet water temperature and volume by adjusting one lever. Up and down motion controls the volume, while horizontal movement adjusts the temperature.

Once the "Wonderflo" faucet has been set for the desired temperature, the water is turned on or off by lifting or lowering the handle.

Tests conducted by company engineers and home economists show that this device saves hot water that would normally be wasted before the desired temperature is reached. It also saves the housewife at least five motions every time she uses the sink, tests indicated.

The new machine is front opening and has a self-sealing door with a large chromium handle.

Mfr. Franchise Abuses--

(Concluded from Page 1, Column 3) that "all the franchise does is to compel me to buy from the manufacturer while the manufacturer can sell to anybody."

The complainant added that his supplier "sells over my head to projects, even cutting prices, and advertises discounts to employees of other companies, insisting that the discount come entirely out of my profits and not his own."

The dealer pointed out that he had spent 15 years building up his business under the franchise system.

Dalmas said that such complaints are normally passed on by the committee to the Justice Department and the Federal Trade Commission.

UEW Pension Talks--

(Concluded from Page 1, Column 5) paying even less in total than for the previously smaller benefits.

As formulated by G-E, the plan would go into effect immediately on acceptance by the union and would run until Dec. 31, 1950, thus extending the termination date of the present contract from April 1, 1950, to Dec. 31, 1950. It would also call for no wage reopening and no strikes in connection with economic issues until the new termination date.

The present negotiations came from a wage reopening clause in the existing contract. However, the union is empowered to strike if no agreement is reached.

General Motors, in announcing that it was opening pension talks with the union Nov. 7, declared that "in no event will there be any change in the contract before that time."

7--Count 'em--7 Acts Listed for All-Star Revue

ATLANTIC CITY, N. J.—Seven well-known theatrical acts by top-rate performers will be featured in the All-Star Revue scheduled by the Refrigeration Equipment Manufacturers Association for registrants at the Sixth All-Industry Refrigeration and Air Conditioning Exposition.

The revue will be staged in the Grand Ballroom of the Auditorium at 9 p.m. Monday evening, Nov. 14.

Booked to appear are Blakemore & Roberts, Hollywood's twins of the piano; the four skating Carters, a whirlwind roller skating act; the Wayne Marlin trio, adagio dancers; Ben Yost's Vikings, male singing quintet; Dr. Roy Picard, zany wizard of the xylophone; the Pitchmen; and the Hackett line of 16 girls.

W. B. Haggerty Named Head of Florida West Coast Contractors

TAMPA, Fla.—W. B. Haggerty was named president of the newly-formed Florida West Coast Air Conditioning and Refrigeration Contractors' Association at a recent meeting.

Other officers are H. A. Turner, vice president, and Charles Caccamo, secretary-treasurer. The group also elected a board of five directors.

The group announced that it is "pledged to insure the safe design, construction, installation, operation, and inspection of air conditioning and refrigeration equipment."

One of the association's recent actions was its working with the City of Tampa on its preparation of an air conditioning and refrigeration section for the proposed new city building code.

ACRMA Talks Cover Sales Training--

(Concluded from Page 1, Column 4) ing was held in the elaborately fitted out executive conference room at the Frigidaire headquarters, which is equipped to show slide or movie film. A pleasant interlude was provided by a trip to "Sugar Camp," famed Sales Training Center of the National Cash Register Co.

Presentations on the selection and training of sales personnel were given by Ewing Stumm, director of sales training, National Cash Register Co., and C. E. Lewis, assistant director of sales training for Frigidaire, with many of the representatives of the ACRMA members taking part in the

open forum discussions following the above-mentioned presentations.

Frigidaire's Switzer sounded the keynote for the purpose of the meeting when he said "Industries that are most successful are those with the best salesmen. Creative selling is selling one's own prospects instead of selling the other fellow's prospects on a bidding basis."

York Corp.'s John Hertzler, Carrier Corp.'s Carl Spriggs, Kelvinator's Henry Schmutz, and Worthington's W. C. Vickery all testified on how sales training improved the performance of salesmen in their organizations.

See the complete BUSH LINE at the SHOW

ATLANTIC CITY AUDITORIUM NOVEMBER 14-19

BUSH CJ UNIT COOLER
Maximum efficiency in minimum space. Less than 13" of head room in most models. All weight on four hangers.

BUSH PLASTI-COOLER
Jet black plastic baffles eliminate sweating, enhance appearance. Baffles are pitched for maximum air circulation.

BUSH WJ UNIT COOLER
New unit cooler for installation at juncture of wall and ceiling. Air distribution throughout full 180° radius.

STANDARD UNIT COOLER
Slotted hangers for quick installation. Nine stock models... a standard size for every refrigeration application.

CEILING-WALL UNIT
The answer in low-head-room and reach-in boxes... complete flexibility, can easily be mounted on wall or ceiling.

BUSH JR. PANEL UNIT
Compact unit of high capacity for back-bars, reach-in coolers, beverage coolers and any small space installation.

BUSH DF UNIT COOLER
Is simple to install, convenient to service... with the efficient, self-contained Bush electric defrosting system.

BUSH LT UNIT COOLER
Defrosts thoroughly, conveniently and inexpensively with the use of ordinary tap water in less than five minutes.

BUSH ICE MAKER
Twelve stock sizes... 12 to 48 pounds of ice; 84 to 384 cubes. Most models are available with quick release trays.

HEAVY DUTY UNIT
Built in 2 sections for quick, easy installation. Standard floor type units in varying capacities for product cooling.

NEW COMFORT COOLER
Nominal ratings 3, 5 and 7 1/2 tons. With filter section and 2-way discharge grill. Simple to install and easy to service.

EVAPORATIVE CONDENSER
In 5 to 75 ton capacities. Features continuous tubing, centrifugal pumps, and fibreglass eliminators (20-75 ton units).

Look for this Bush display of Coils and Unit Coolers BOOTH NO. 221-227

Contractors' Share of Nashville Sales Rises--

(Concluded from Page 1, Column 3) last year—74. Whereas eight dealers sold more than 50 units apiece in 1948, only seven sold that many in 1949. The top-ranking dealer this

year sold 92 units, while two dealers exceeded that figure last year.

The comparative appliance totals for September, 1949 and September, 1948 are as follows:

Appliance	Contractors, etc.		Dealers		Total	
	1948	1949	1948	1949	1948	1949
Refrigerators	40	131	637	706	677	837
Home Freezers	6	4	20	25	26	29
Ranges	36	86	639	491	675	577
Water Heaters	176	290	197	123	373	413

BUY THE BEST—AND THE BEST IS BUSH

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Buy the Best—and the Best is Bush